The most current information about the UCSF brand identity is available online (identity.ucsf.edu). This PDF document is updated periodically.
At UCSF, we are united by a driving passion to improve health. Through every promising graduate, every breakthrough discovery and every grateful patient, we are making a profound impact – from San Francisco to every corner of the world.

Our brand is the culmination of every impression that helps us – as part of the UCSF community – engage with supporters, patients, advocates and students. It represents the pride and passion that we have in the work we do, and how we distinguish ourselves as UCSF.
Colleagues,

UC San Francisco is a diverse community, made up of people with many skills and talents. But throughout all that we do, there is an indisputable common bond: A core belief that our work makes a difference and that, together, we can—and will—improve the health of people here and around the world.

Our ambitions are big and they are leading us to partner in bold, new ways—to strengthen our research capabilities, deepen our educational impact, improve patient care and continually extend the reach of our service.

These new partnerships are important to our future. Realizing our ambitions will require the support and special expertise from many fields—philanthropy, technology, engineering, big data, pharmaceuticals, biotech, government, and healthcare, to name but a few.

A key step in building new relationships is making sure that the right people know about UCSF. Visual communication is one way to reach people. Using a common visual identity—that is, a common set of tools to visually depict who we are and what we do—helps to tell a powerful and memorable story.

We know we can do a better job of telling the UCSF story. And each of us can play a critical role in making that happen.

To help tell a stronger UCSF story, the University Relations team has partnered with a cross-section of the UCSF enterprise, as well as seasoned communications and marketing professionals, to create a common visual identity system.

A top priority in creating this refreshed identity system was to address the issues many of you had voiced over the years—that the existing system was cumbersome to use, that it didn’t reproduce well across digital platforms and that it lacked the boldness, impact, humanity and community that define UCSF. It was also a priority to make it easy to use the name “UCSF” to visually identify each one of our units or programs—clearly linking all of us together.

The UCSF brand guidelines were created as a roadmap to enable you to use the UCSF identity in all that you do. Consistent usage of this system—across the campus and medical center—will enable us to work together to raise awareness of the entire UCSF enterprise. In turn, a greater awareness of UCSF will allow each of us to more deeply engage with those who share our dreams and can help us realize them.

Barbara J. French
Vice Chancellor,
Strategic Communications and University Relations
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**Introduction**
What is a Brand?

A brand is a collection of unique experiences that shapes the perceptions and expectations of an organization.

As a part of the UCSF community, we have enormous influence on how individuals perceive us. Each time a patient, donor, student or community member interacts with UCSF, we have an opportunity to engage in more positive and meaningful ways.

Whether talking about a scientific breakthrough, a new treatment in patient care or a student’s latest discovery, we can tell the UCSF story in a way that helps fulfill the UCSF brand promise of excellence.
Purpose of this Guide

Strengthening the UCSF brand is vital to our future. This guide was designed to help tell the UCSF story in a consistent and compelling way. When we pair a strong logo system with a rich palette of color, type and imagery, we form the basis of the UCSF identity system. They are tools for storytelling that build strong emotional connections to the UCSF brand and invite immediate associations to our schools, research centers, patient facilities and everything we collectively represent.

Every encounter with UCSF — whether in person, online or through our services — is an opportunity to share our story. Applying these guidelines is essential to building our brand — with a consistent voice and look that is unmistakably UCSF.
The UCSF Brand Strategy

_One UCSF_

A strong brand – a strong reputation – amplifies our voice and magnifies our impact.

A strong UCSF brand positions us to succeed in a competitive space, and achieve our mission of advancing health worldwide.

A strong brand helps us to increase philanthropy, recruit world class researchers and staff, and attract the brightest students who will lead the future of health.

When we build a strong brand united, under One UCSF, we strengthen our reputation as a place where new discoveries are made, health leaders are trained, and patients receive the best care.
Positioning Statement

The UCSF positioning statement is the foundation of everything we say and do. It is the cohesive message that defines who we are, and demonstrates how we want to be perceived by our audiences.

Definition: What is UCSF?

UCSF is the leading university exclusively focused on health.

Brand Positioning: How do we want UCSF to be perceived?

Through our singular focus, we are leading revolutions in health.
Setting the Stage

The foundation of the UCSF brand positioning is our differentiators, our driving forces and our core principles. The attributes in these categories help us to establish emotional connections with our audiences. These attributes are consistent, enduring and predictable.
Brand Attributes

Differentiators
While many regard us as a leader in health, they often recognize us for only part of what we do. Few appreciate what sets us apart as a whole. The following differentiators are common to each of our endeavors, and are our larger story.

Driving Forces
Driving forces are the unique reasons why we do what we do. Our communications will be stronger and more distinctive when these forces shape the tone and personality of what we want to say.

Core Principles
All that we say and do should communicate these four core principles. This will yield more cohesive communications that leverage our differentiators and harness our driving forces to create a compelling and sustainable UCSF story.

Leadership
Focus
Collaboration
Engagement
San Francisco

Innovation
Intensity
Urgency
Public Mission

Boldness
Impact
Humanity
Inclusiveness
We each share responsibility for telling the UCSF story every day. Talking about the institution as a whole and making the connection specific to each audience strengthens our ability to have an impact.

The positioning narrative on the following page is an example of how language is used to tell the UCSF story. The language expresses the key takeaways we want our audiences to know about UCSF.

For further messaging and editorial guidance, please refer to the UCSF brand positioning guidelines and the UCSF editorial guidelines available at identity.UCSF.edu.
Positioning Narrative

UC San Francisco is driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved. We pursue this integrated excellence with singular focus, fueled by collaboration among our top-ranked professional and graduate schools, medical center, research programs and support teams.

We work passionately to advance knowledge, yielding scientific breakthroughs that benefit life and health worldwide. We innovate health education across disciplines to develop collaborative and creative leaders. We improve the lives of patients and populations by creating and implementing urgently needed new practices, policies, therapies and cures.

We are committed to serving our diverse communities. From the heart of the dynamic Bay Area, we create new models for partnering with leading innovators in academia, science, technology and industry in pursuit of our public mission.

Working as one, UCSF integrates excellence with a singular focus to deliver the best possible outcomes for you and those you care about.
Visual System

Building on our brand strategy, we developed a visual system to express our identity and visually strengthen the UCSF story. Our visual system is a series of building blocks, that, when used together, evoke emotions and create connections with our audience. Elements of the UCSF visual system include logo, type, color and direction for photography. In addition, the system offers editorial expressions that support our brand positioning, and a graphic system to put all of the building blocks together. This wide range of elements is designed to be flexible — so each entity can express its personality while still looking like part of the UCSF family. Consistent use of the visual system helps define and enhance the UCSF brand experience. Consistency is critical to the success of the UCSF brand.
Visual System

Overview

The UCSF visual system is a series of elements, that when used together, create a consistent look and feel that embodies the UCSF brand. The following sections provide guidance on how to use each element of the system. When used properly, the system provides a solid foundation for telling the UCSF 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 loyalty.

Print and Web
The elements of the system are designed to be used in both print and web.
The UCSF logo is the most visible representation of our brand. The family of UCSF logos, when applied consistently, help amplify our brand. Please use the UCSF logo and sub-brand lock-ups in accordance with these guidelines.

The family of UCSF logos is structured within six core pillars: master brand, clinical mission, clinical, entities and campus. The UCSF master brand represents the enterprise as a whole. Clinical mission represents the consumer-facing clinical umbrella of UCSF Health while clinical represent patient-facing hospitals and clinics. Entities represent overarching umbrella organizations that cross research, education, and patient care departments. Campus represents academic entities, such as schools and departments. 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.

### Logo Resources
Select UCSF logo lock-ups can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu)

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<tr>
<td><img src="https://example.com/ucsf-logo.png" alt="UCSF Logo" /></td>
<td>University of California San Francisco</td>
<td>UCSF Medical Center</td>
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Brand Logos

Logo Versions

The master brand signature is the most prominent representation of the UCSF brand and represents the enterprise as a whole. The master brand signature is comprised of two elements: the UCSF master brand logo and the University of California, San Francisco logotype.

UCSF Health, clinical, entity and campus logo lock-ups share many common elements and are each designed with specific applications in mind. Use each logo or lock-up in accordance with these guidelines to generate a consistent experience that reinforces the UCSF brand.

No other logos or emblems other than those detailed within these guidelines should represent any UCSF entity.

Logo Resources

Logo lock-ups representing your department or division must be approved by your department and University Relations. Visit identity.ucsf.edu for more information on requesting a logo lock-up to represent your area.
Master Brand

Master Brand Signature

The master brand signature is the most prominent representation of the UCSF brand. The master brand signature is comprised of two elements: the UCSF master brand logo and the University of California San Francisco logotype.

The visual structure of the UCSF master brand signature has been specifically designed to balance the logo with the logotype. Each element has been specially placed, sized and rendered to bear a precise relationship to the other. The master brand signature should be treated as one unit and should never be modified or redrawn in any way.

Logo Resources
The UCSF master brand signature can be downloaded at: identity.ucsf.edu
The UCSF master brand logo is core to the UCSF brand and is the most visually prominent representation of the brand. For added flexibility in print, digital and signage applications, the master brand logo can be used separately and independent from the logotype. Please refer to logo application guidelines on pg. 29.

Logo Resources
The UCSF master brand logo can be downloaded at: identity.ucsf.edu
The logotype is available in both a two-line and one-line configuration depending on the application.

For flexibility within digital environments and small applications, the logotype and master brand logo may be used either in conjunction with or independent of one another. Please refer to logotype application on pg. 29.

---

**Logo Resources**

Both two-line and one-line versions of the UCSF logotype can be downloaded at: [identity.ucsf.edu](http://identity.ucsf.edu)
Navy is the preferred color for all brand logo lock-ups. When using the navy signature, logo or logotype, it should always appear against white. As a general rule, avoid placing navy logos on colored backgrounds.

The black signature, logo and logotype are available when black and white or grayscale designs are needed. When using the black versions, white is the preferred background color. Avoid placing dark logos on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the signature, logo or logotype over navy or dark backgrounds. Be sure there is adequate contrast between logos and backgrounds to ensure legibility.

The signature, logo or logotype may be reversed out of any color within the UCSF color palette. Be sure there is adequate contrast between logos and backgrounds to ensure legibility.
PLACING SIGNATURE ON FULL-BLEED IMAGERY

In some cases, the master brand signature may be used on full-bleed imagery. Place the signature against solid contrasting areas within imagery or photography that do not compete with the legibility or staging of the signature.

To ensure enough contrast and legibility, the navy signature may be used against light areas. Be judicious about where and when the signature is used against imagery or photography, and contact University Relations for guidance when necessary.

INCORRECT APPLICATION OF THE SIGNATURE OR LOGOTYPE

Do not use the master brand signature or logotype directly over any imagery, texture or pattern that diminishes the prominence or legibility of the signature or logotype.

Do not use the master brand signature or logotype directly over any photography that diminishes the prominence or legibility of the signature or logotype.
In some cases, the logo and logotype may be used on full-bleed imagery. Place logo and logotype against solid contrasting areas within imagery or photography that do not compete with the legibility or staging of the elements.

To ensure enough contrast and legibility, the navy logo and logotype may be used against light areas. Please refer to pg. 29 for logo and logotype staging guidelines.

Where appropriate, the logo may be used over imagery or photography as an expression, provided there is adequate contrast. Place logo against solid contrasting areas within imagery or photography that do not compete with the legibility of the logo.

Be judicious about where and when the logo is used against imagery or photography, and contact University Relations for guidance when necessary.
Providing the right amount of clear space around the signature makes it easier to distinguish, and reinforces the importance of the UCSF identity. The required amount of clear space to ensure maximum visibility and legibility of the master brand signature is determined by the width of the letter “U” in UCSF.
The same clear space requirement applies to the logo. 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.

A similar clear space requirement applies to the two-line logotype. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the letter “U” in the University of California, San Francisco two-line logotype.

The same clear space requirement applies to the one-line logotype. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the letter “U” in the University of California, San Francisco one-line logotype.
The minimum print size of the signature is 1” (25.4 mm) wide. The minimum screen size of the signature is 120 pixels wide.

The minimum print size of the logo is .5” (12.7 mm) wide. The minimum screen size of the logo is 60 pixels wide.

The minimum print size of the two-line logotype is 1” (25.4 mm) wide. The minimum screen size of the logotype is 120 pixels wide.

The minimum print size of the one-line logotype is 1.5” (38.1 mm) wide. The minimum screen size of the logotype is 180 pixels wide.

Whenever possible, use the UCSF master brand signature. If the minimum size signature does not fit, use the UCSF logo and logotype components. When using the two separate elements, it is important that the logo and logotype remain separate. Please see pg. 31 for more detail.
Whenever possible, use the UCSF master brand signature. If the minimum size signature does not fit the application, use the UCSF master brand logo and logotype separately.

When using the master brand logo and logotype separately, it is important that each element be placed distinctly apart from one another so it does not resemble the master brand signature. Use the one-line logotype configuration for a horizontal layout, and the two-line logotype configuration for a vertical layout as shown on the right. Please see pg. 30 for placement and sizing guidelines.
Master Brand

Relative Size, Signature Placement

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

RELATIVE SIZE

The master brand signature should not appear inappropriately large on any layout, surface or display. It should be proportionate to the other elements surrounding it. The width of the signature should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.

STAGING PLACEMENT

In both horizontal and vertical applications, logo placement priority is as follows: lower right, lower left, upper right and upper left.

University of California
San Francisco
[---------------- 30% OF X  ----------------]
Master Brand

Logo Placement for Small Applications

When using the master brand logo and logotype as separate elements, the size and location of these elements is important for recognition and consistency. When pairing the logo and logotype, the logotype should be two-thirds (two-line) and one-third (one-line) the size of the logo. As a general rule, when placing the logo and logotype in layout, the logo should not exceed 15% of the application width.

When staging the logo and logotype together in layout, it is important that the logo and logotype remain separate. Each element should occupy opposite corners of the page while being aligned either flush top or bottom for horizontal layouts, and flush left or right for vertical layouts. When applying both elements flush right, use the one-line version of the logotype.

Note
Using the logo and logotype as separate elements is recommended for use only in digital or small applications with limited space that do not allow for the master brand signature. Use the master brand signature whenever possible.
Consistent application of our brand is key to building recognition and awareness, both in visual representation and in written text. See the UCSF Editorial Style Guide for further detail and cases of how to represent UCSF.

When the University name is used in body text communications (print or electronic), the correct and preferred use for initial reference is University of California, San Francisco (with an initial cap for all words except “of”). This is for instances where the target audience is unlikely to know what UC stands for.

In cases where the audience is likely to know what UC stands for, the correct and preferred use for initial reference is UC San Francisco.

All subsequent references are in all caps (no periods, no spaces): UCSF.

When setting UCSF in type within a title, headline or continuous text, use the same text weight. The signature or its constituent elements (logo and logotype) should never be used as part of a title, headline or within continuous text.

---

**UCSF IN WRITTEN TEXT**

University of California, San Francisco is the leading university exclusively focused on health. UCSF is driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved.

UC San Francisco is the leading university exclusively focused on health. UCSF is driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved.

UCSF is the leading university exclusively focused on health. UCSF is driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved.

---

**INCORRECT USAGE**

UCSF is the leading university exclusively focused on health. UCSF is driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved.
The impact of our signature is dependent on proper, consistent use. Any changes to the shape and color of the UCSF signature will change or diminish the important values, ideas and meanings with which it is associated. Signatures 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 signature structure and implementation is critical. The following page shows some examples of incorrect usage.
Master Brand

Incorrect Usage

- Don't distort or skew
- Don't rotate
- Don't add effects
- Don't alter color
- Don't change size relationship of elements
- Don't alter element placement
- Don't use logo as type in editorial context
- Don't alter logotype
- Don't lock up UCSF in type with elements
- Don't place in shape
- Don't place on poor contrasting backgrounds
- Don't use gradient fills or add outlines
Logo Lock-Ups
Clinical, Entity, Campus Lock-Ups

UCSF is made up of many individual groups and sub-brands. Various types of logos have been designed to support the various groups that make up UCSF: entity logo lock-ups, campus logo lock-ups and clinical logo lock-ups.

The entity logo lock-ups are used for umbrella organizations that cross research, education, and patient care departments. The campus logo lock-up encompasses academic entities, such as schools and departments. The clinical logo lock-ups are used for hospitals and patient-facing facilities.

Logo Resources
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 area.
Clinical logo lock-ups were created to support communication of patient-facing entities.

UCSF Health unifies UCSF’s diverse clinical enterprise. It comprises components such as UCSF Medical Center and UCSF Benioff Children’s Hospitals, as well as faculty practice groups and joint ventures and affiliations. UCSF Medical Center and UCSF Benioff Children’s Hospitals are still prominent patient-facing sub-brands and will continue to use their respective logos.

Adult clinical services that are part of entities such as UCSF Helen Diller Comprehensive Cancer Center and UCSF Weill Institute for Neurosciences are represented by their respective “entity” logo lock-ups. See pg. 52 for details.

Clinical entities that are not part of UCSF Medical Center or UCSF Benioff Children’s Hospitals utilize a similar logo structure. This structure places greater prominence on the name than in the campus logo lock-up system.

**Logo Resources**
Select clinical logo lock-ups can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu).
All clinical logo lock-ups must be approved by the UCSF Health Marketing team and University Relations.
Clinical Logo Lock-Up

UCSF Medical Center

The UCSF Medical Center lock-up is set in Helvetica Neue Bold for better visibility across print and digital media. This bolder treatment leverages the equity that the brand has built in a competitive market. Tiered department names within the logo lock-up are set in Helvetica Neue Light to elevate the UCSF Medical Center name.

The UCSF Medical Center logo lock-up should be treated as one unit and should never be divided, modified or redrawn in any way.

Logo Resources
All UCSF Medical Center logo lock-ups must be approved by the Medical Center Marketing team and University Relations. Visit [identity.ucsf.edu](http://identity.ucsf.edu) for more information on how to request a logo lock-up for your entity.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
## Clinical Logo Lock-Up

**UCSF Medical Center — Color Versions, Backgrounds**

### NAVY

- **UCSF Medical Center**
  - Sports Medicine at Mission Bay

### BLACK

- **UCSF Medical Center**
  - Sports Medicine at Mission Bay

### REVERSED

- **UCSF Medical Center**
  - Sports Medicine at Mission Bay

### COLOR BACKGROUND

- **UCSF Medical Center**
  - Sports Medicine at Mission Bay

---

- **Navy** is the preferred color for all brand logo lock-ups. When using the navy UCSF Medical Center logo lock-up, it should always appear against white. As a general rule, avoid placing navy lock-ups on colored backgrounds.

- The black UCSF Medical Center 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.

- Use the reversed version (white) when placing the UCSF Medical Center logo lock-up over navy or dark backgrounds. Be sure there is adequate contrast between lock-ups and backgrounds to ensure legibility.

- The UCSF Medical Center logo lock-up may be used reversed out of any color within the UCSF color palette.

---

**Note:** The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up
UCSF Medical Center — Clear Space, Minimum Size

Providing the right amount of clear space around the UCSF Medical Center logo lock-up makes it easier to distinguish, and reinforces the importance of the UCSF identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in UCSF.

The same clear space requirement applies to both the UCSF Medical Center logo lock-up and its multi-tiered versions. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in UCSF.

The minimum print size of the UCSF Medical Center logo lock-up is 1.6" (40.46 mm) wide. The minimum screen size is 200 pixels wide.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up
UCSF Medical Center — Incorrect Usage

DON'T LOCK UP WITH LOGOTYPE

DON'T ALTER COLOR

DON'T STACK ELEMENTS

DON'T CHANGE TYPE STYLE OR WEIGHT

DON'T ALTER SIZE RELATIONSHIP OF ELEMENTS

DON'T ALTER COLOR OF ELEMENTS

DON'T ALTER ELEMENT PLACEMENT

DON'T ALTER SPACING

DON'T LOCK UP WITH TWO LINES

DON'T LOCK UP WITH ACRONYM

DON'T CHANGE TYPE WEIGHT OF TIERs

DON'T ADD TERTIARY LINES

Orthopaedic Institute
Sports Medicine at Mission Bay
Orthopaedic Institute

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up
UCSF Benioff Children’s Hospital

The UCSF Benioff Children’s Hospital logo lock-up is set in Helvetica Neue Bold for better visibility across print and digital media. The bolder treatment leverages the equity that the brand has built in a competitive market. The location within the logo lock-up is set in Helvetica Neue Light to elevate the UCSF Benioff Children’s Hospital name.

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

Logo Resources
All UCSF Benioff Children’s Hospital logo lock-ups must be approved by the Medical Center Marketing team and University Relations. Visit identity.ucsf.edu for more information on how to request a logo lock-up for your entity.

The Oakland | San Francisco logo lock-up is for limited usage and must be approved by the Medical Center Marketing team.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up
UCSF Benioff Children’s Hospital — Orientation

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

The UCSF Benioff Children’s Hospital 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 Hospital logo lock-ups can be downloaded at: identity.ucsf.edu
Clinical Logo Lock-Up
UCSF Benioff Children’s Hospital — Color Specifications

The full-colored version of the UCSF Benioff Children’s Hospital 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.

COLOR LOGO

Logo Resources
Select UCSF Benioff Children’s Hospital logo lock-ups can be downloaded at: identity.UCSF.edu

COLOR SPECIFICATION
# Clinical Logo Lock-Up

UCSF Benioff Children’s Hospital — Color Versions, Backgrounds

<table>
<thead>
<tr>
<th>NAVY</th>
<th>BLACK</th>
<th>REVERSED</th>
<th>COLOR BACKGROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="navy.png" alt="Navy Logo" /></td>
<td><img src="black.png" alt="Black Logo" /></td>
<td><img src="reversed.png" alt="Reversed Logo" /></td>
<td><img src="color.png" alt="Color Background" /></td>
</tr>
</tbody>
</table>

Navy is the preferred color for all brand logo lock-ups. When using the full-colored UCSF Benioff Children’s Hospital logo lock-up, it should always appear against white. As a general rule, avoid placing the logo lock-ups on colored backgrounds.

The black UCSF Benioff Children’s Hospital 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.

Use the reversed version (white) when placing the UCSF Benioff Children’s Hospital 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.

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

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Section 2 | Visual System | Clinical Logo Lock-Up  
Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised.  
Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up
UCSF Benioff Children’s Hospital — Clear Space, Minimum Size

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

The same clear space requirement applies to all versions of the UCSF Benioff Children’s Hospital logo lock-ups. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of the UCSF Benioff Children’s Hospital logo is 2.5” (63.5 mm) wide. The minimum screen size is 260 pixels wide.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up

UCSF Benioff Children’s Hospital – Clear Space, Minimum Size

The same clear space requirement applies to a stacked version of the UCSF Benioff Children’s Hospital logo lock-up. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of the stacked UCSF Benioff Children’s Hospital logo lock-up is 1.8” (46 mm) wide. The minimum screen size is 220 pixels wide.
Clinical Logo Lock-Up
UCSF Benioff Children’s Hospital — Incorrect Usage

Section 2 | Visual System | Clinical Logo Lock-Up
Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up

Combined

When UCSF Medical Center and UCSF Benioff Children’s Hospital need to appear together, a combined version of the logo lock-up is available and shown to the right. Please note that this lock-up is the only allowable use case where the illustrative children element is not included within the UCSF Benioff Children’s Hospital logo lock-up. This combined logo is also the only allowable use case where two UCSF logo lock-ups can appear together.

Logo Resources
The combined UCSF Medical Center and UCSF Benioff Children’s Hospital logo lock-up can be downloaded at: identity.UCSF.edu.
Clinical Logo Lock-Up

Clinical Entities

Clinical entities that are not part of UCSF Medical Center or UCSF Benioff Children’s Hospital utilize a similar lock-up structure but feature the name set in Helvetica Neue Light. The design of this logo lock-up structure places greater prominence on the clinical entity name as compared to the campus logo lock-up system to address the needs of our consumer-facing brands.

Logo Resources
All clinical logo lock-ups must be approved by your department and University Relations. Visit identity.UCSF.edu for more information on how to request a lock-up for your entity.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up

Color Versions, Backgrounds

<table>
<thead>
<tr>
<th>NAVY</th>
<th>BLACK</th>
<th>REVERSED</th>
<th>COLOR BACKGROUND</th>
</tr>
</thead>
</table>
| **UCSF Medical Center**
| **UCSF Benioff Children’s Hospital**
| **UCSF Langley Porter Psychiatric Institute**
| **UCSF Dental Center**

Navy is the preferred color for all brand lock-ups. When using the navy clinical logo lock-ups, they should always appear against white. As a general rule, avoid placing navy lock-ups on colored backgrounds.

The black clinical 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 logos on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed version (white) when placing clinical logo lock-ups over navy or dark backgrounds. Be sure there is adequate contrast between lock-ups and backgrounds to ensure legibility.

Clinical logo lock-ups may be used reversed out of any color within the UCSF color palette.

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Section 2 | Visual System | Clinical Logo Lock-Up

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Clinical Logo Lock-Up

Clear Space, Minimum Size

A clear space requirement also applies to the combined version of the UCSF Medical Center and UCSF Benioff Children’s Hospital logo lock-up. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of the combined lock-up is 2.5" (63.5 mm) wide. The minimum screen size is 260 pixels wide.

The same clear space requirement applies to all other clinical logo lock-ups. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of all other clinical logo lock-ups is based off of a minimum master brand logo size of .375" (9.5 mm) wide. The minimum screen size is based off a minimum master brand logo size of 40 pixels.

Note: The clinical logo lock-up section (pgs. 37-51) is currently being revised. Release of updated guidelines is anticipated Fall 2016.
Entities represent umbrella organizations that cross research, education, and patient care departments. The design of this logo lock-up structure places greater prominence on the entity name as compared to the campus logo lock-up system to highlight the cross-section of disciplines.

Logo Resources
All entity logo lock-ups must be approved by your department and University Relations. Visit identity.ucsf.edu for more information on how to request a lock-up for your area.
# Entity Logo Lock-Up

## Color Versions, Backgrounds

<table>
<thead>
<tr>
<th>Navy</th>
<th>Black</th>
<th>Reversed</th>
<th>Color Background</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Weill Institute for Neurosciences</td>
<td>UCSF Weill Institute for Neurosciences</td>
<td>UCSF Weill Institute for Neurosciences</td>
<td>UCSF Weill Institute for Neurosciences</td>
</tr>
<tr>
<td>UCSF Helen Diller Family Comprehensive Cancer Center</td>
<td>UCSF Helen Diller Family Comprehensive Cancer Center</td>
<td>UCSF Helen Diller Family Comprehensive Cancer Center</td>
<td>UCSF Helen Diller Family Comprehensive Cancer Center</td>
</tr>
</tbody>
</table>

Navy is the preferred color for all entity logo lock-ups. When using the navy entity logo lock-ups, they should always appear against white. As a general rule, avoid placing navy lock-ups on colored backgrounds.

The black entity 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 logos on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed version (white) when placing entity logo lock-ups over navy or dark backgrounds. Be sure there is adequate contrast between lock-ups and backgrounds to ensure legibility.

Entity logo lock-ups may be used reversed out of any color within the UCSF color palette.
Entity Logo Lock-Up

Clear Space, Minimum Size

A clear space requirement also applies to entity logo lock-ups. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of all entity logo lock-ups is based off of a minimum master brand logo size of .375" (9.5 mm) wide. The minimum screen size is based off a minimum master brand logo size of 40 pixels.

The same clear space requirement applies to all other entity logo lock-ups with single or multiple lines of type. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of all entity logo lock-ups is based off of a minimum master brand logo size of .375" (9.5 mm) wide. The minimum screen size is based off a minimum master brand logo size of 40 pixels.
A logo lock-up may be used over imagery or photography, provided there is adequate contrast. Place the logo lock-up against solid contrasting areas within imagery or photography that do not compete with the legibility of the lock-up.

Be judicious about where and when the lock-up is used against imagery or photography, and contact University Relations for guidance when necessary.

Do not use the lock-up over any imagery, texture or pattern that diminishes the prominence or legibility of the lock-up.

Do not use the entity logo lock-up over photography that diminishes the prominence or legibility of the lock-up.
Entity Logo Lock-Up

Entity and Department Logo Lock-Up

In some instances, it may be important to prominently communicate a department’s association with the entity. In these cases, the UCSF entity logo may be locked-up with department names in this configuration.

Use the appropriate entity and department logo lock-up template that includes your specific entity name within the first tier line.

Logo Resources
Visit identity.ucsf.edu for more information on how to request a logo lock-up for your entity and department.
When using an entity and department lock-up, the department must occupy a minimum of one line and a maximum of three lines.

<table>
<thead>
<tr>
<th>1 LINE DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Weill Institute for Neurosciences</td>
</tr>
<tr>
<td>Epilepsy Center</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2 LINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Weill Institute for Neurosciences</td>
</tr>
<tr>
<td>Department of Neurology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3 LINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Weill Institute for Neurosciences</td>
</tr>
<tr>
<td>Kavli Institute for Fundamental Neuroscience</td>
</tr>
</tbody>
</table>

Logo Resources
Visit [identity.ucsf.edu](http://identity.ucsf.edu) for more information on how to request a logo lock-up for your entity and department.
To create and maintain maximum impact, entity 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 lock-up makes it easier to distinguish, and reinforces the importance of UCSF and the sub-brand identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The same clear space requirement applies to a multi-tiered entity logo lock-up. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the UCSF logo.

The minimum print size of all entity logo lock-ups is based off of a minimum master brand logo size of .375" (9.5 mm) wide. The minimum screen size is based off a minimum master brand logo size of 40 pixels.

<table>
<thead>
<tr>
<th>UCSF Weill Institute for Neurosciences</th>
<th>UCSF Weill Institute for Neurosciences</th>
<th>UCSF Weill Institute for Neurosciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Neurology</td>
<td>Department of Neurology</td>
<td>Department of Neurology</td>
</tr>
</tbody>
</table>

* X = HEIGHT OF THE UCSF LOGO

- CLEAR SPACE
- CLEAR SPACE
- MINIMUM SIZE

2.65"

UCSF Weill Institute for Neurosciences
Department of Neurology

1.6"

UCSF Weill Institute for Neurosciences
Department of Neurology

.375"

BASED ON LOGO MINIMUM SIZE OF .375" WIDE (9.5MM) OR MINIMUM SCREEN SIZE OF 40 PIXELS.
Choosing an Entity Logo Lock-Up
UCSF Weill Institute for Neurosciences

Umbrella entities span across research, education and patient care. When representing an entity, it is important to consider the audience you are communicating to. This decision tree for UCSF Weill Institute for Neurosciences helps clarify the appropriate logo lock-up to use based on the purpose of your communication.

<table>
<thead>
<tr>
<th>ENTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you are exclusively representing UCSF Weill Institute for Neurosciences, or a part of UCSF Weill Institute within UCSF Medical Center, use the entity logo.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENTITY + DEPARTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you are a department within the UCSF Weill Institute for Neurosciences and communicating about research or education, use the UCSF Weill Institute logo lock-up with your department or division listed underneath.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEPARTMENT + ENTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>For websites, use the UCSF Weill Institute for Neurosciences campus logo lock-up.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PATIENT CARE — UCSF BENIOFF CHILDREN’S HOSPITALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you are communicating about pediatric clinical services, use the UCSF Benioff Children’s Hospital logo.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCSF HELEN DILLER FAMILY COMPREHENSIVE CANCER CENTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>If you are communicating about cancer, use the UCSF Helen Diller Family Comprehensive Cancer logo lock-up.</td>
</tr>
</tbody>
</table>

Logo Resources
Visit [identity.UCSF.edu](http://identity.UCSF.edu) for more information on how to request a logo lock-up for your entity and department. Decision tree may vary based on your entity affiliation. For more information, contact University Relations.
Campus Logo Lock-Up

Overview

The campus logo lock-up was created to support communications by academic entities, such as schools and departments. The design of the logo lock-up creates a strong UCSF impression, helping to reinforce each entities’ affiliation with the master brand.

Logo Resources

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 department. If you are a campus department that is part of an umbrella entity, see p. 59 for logo lock-up options.
At UCSF we communicate with many audiences. Our logo lock-up system enables you to determine the most meaningful way to connect with a particular audience through a flexible hierarchy. This tiered hierarchy configuration retains a consistent relationship with the UCSF logo while permitting variable prominence for departments and/or divisions.

Logo Lock-Up Hierarchy

Hierarchy of 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 group.
A Tier 1 campus logo lock-up recognizes the umbrella or parent department.

Tier 2 is a department or division that is part of Tier 1. The flexible hierarchy allows a Tier 2 department or division to sit above or below Tier 1, as well as locking up exclusively with the UCSF logo. To determine the ideal configuration, consider the specific application and audience.

Tier 3 is a sub-entity that is part of Tier 2. The flexible hierarchy allows a Tier 3 group to sit below a combined Tier 1 and Tier 2, or sit above or below Tier 2 only. Use only the hierarchy structures as they are shown in the example. To determine the ideal configuration, consider the specific application and audience.
Campus Logo Lock-Up
Minimum, Maximum Tier Lines

When using a campus logo lock-up, the entire lock-up must occupy a minimum of two lines and a maximum of five lines.

<table>
<thead>
<tr>
<th>MINIMUM LINES FOR SUB-BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Department of Pediatrics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MINIMUM LINES FOR SUB-BRAND + TERTIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Neonatology Department of Pediatrics</td>
</tr>
<tr>
<td>UCSF Department of Pediatrics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MAXIMUM LINES FOR SUB-BRAND + TERTIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF Department of Pediatrics Division of Allergy, Immunology and Blood and Marrow Transplant</td>
</tr>
</tbody>
</table>

Logo Resources
Visit identity.UCSF.edu for more information on how to request a logo lock-up for your group.
Campus Logo Lock-Up

Color Versions, Backgrounds

<table>
<thead>
<tr>
<th>COLOR</th>
<th>BACKGROUND</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAVY</td>
<td>School of Medicine</td>
</tr>
<tr>
<td>BLACK</td>
<td>School of Medicine</td>
</tr>
<tr>
<td>REVERSED</td>
<td>School of Medicine</td>
</tr>
<tr>
<td>COLOR BACKGROUND</td>
<td>School of Medicine</td>
</tr>
</tbody>
</table>

- Navy is the preferred color for all brand logo lock-ups. When using the navy campus logo lock-up, it should always appear against white. As a general rule, avoid placing navy logos on colored backgrounds.

- The black campus 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 logos on colored backgrounds to ensure adequate contrast and legibility.

- Use the reversed version (white) when placing the campus logo lock-up over navy or dark backgrounds. Be sure there is adequate contrast between logo lock-up and backgrounds to ensure legibility.

- The campus logo lock-up may be reversed out of any color within the UCSF color palette.
A logo lock-up may be used over imagery or photography, provided there is adequate contrast. Place the logo lock-up against solid contrasting areas within imagery or photography that do not compete with the legibility of the lock-up.

Be judicious about where and when the lock-up is used against imagery or photography, and contact University Relations for guidance when necessary.

Do not use the lock-up over any imagery, texture or pattern that diminishes the prominence or legibility of the lock-up. Do not use the campus logo lock-up over photography that diminishes the prominence or legibility of the lock-up.
Campus Logo Lock-Up

Clear Space, Minimum Size

To create and maintain maximum impact, campus 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 campus logo lock-up makes it easier to distinguish, and reinforces the importance of UCSF and the sub-brand identity. 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 a multi-tiered campus logo lock-up. 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 campus logo lock-up is .75” (25.4 mm) wide. The minimum screen size 90 pixels wide. The minimum type size of a multi-tiered logo is 11.5 pt for Tier 1 and 7.5 pt for Tier 2.
When seeking to reinforce the master brand, the campus logo lock-up may also be used in conjunction with the University of California San Francisco logotype, as shown.
The size and location of the UCSF campus 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

STAGING PLACEMENT: HORIZONTAL

The campus logo lock-up should not appear inappropriately large on any layout, surface or display. It should be proportionate to the other elements surrounding it. The width of the lock-up 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, logo lock-up placement priority is as follows: lower right, lower left, upper right, and upper left.
Campus Logo Lock-Up

Lock-Up, Logotype Relative Size, Placement

When using the campus logo lock-up with the master brand logotype, size and location of these elements is important for recognition and consistency. When pairing the campus logo lock-ups and logotype, the logotype should be one-half of the lock-up size if using the two-line logotype; one-fourth of the lock-up size if using the one-line logotype. As a general rule, when placing the lock-up and logotype in layout, the lock-up should not exceed 30% of the application width.

When staging the lock-up and logotype together in layout, it is important that the lock-up and logotype remain separate. Each element should occupy opposite corners of the page while being aligned either flush top or bottom for horizontal layouts, and flush left or right for vertical layouts. When applying both elements flush right, use the one-line version of the logotype.
If the campus logo lock-up cannot fit without occupying more than 30% of the page, or does not meet the minimum size requirements, the campus department may be set in Helvetica Neue Light type and paired with the UCSF logo in an adjacent corner as shown in the examples in the left-hand column.
Campus Logo Lock-Up

Incorrect Usage

DON'T LOCK UP WITH SIGNATURE

DON'T ALTER COLOR

DON'T STACK ELEMENTS

DON'T CHANGE TYPE WEIGHT

DON'T ALTER SIZE RELATIONSHIP OF ELEMENTS

DON'T ALTER COLOR OF TIERS

DON'T ALTER ELEMENT PLACEMENT

DON'T ALTER SPACING

DON'T LOCK UP WITH ONE LINE

DON'T LOCK UP WITH ACRONYM

DON'T CHANGE TYPE WEIGHT OF TIERS

DON'T ADD LINES BEYOND MAXIMUM ALLOWANCE
Programs and Initiatives

Overview

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.

Program/Initiative Guidelines
A supplemental guide has been developed to address internal and external programs/initiatives. Download at identity.ucsf.edu.
Internal Partners Co-Branding

Overview

When co-branding with other UCSF partners, set each partner in Helvetica Neue Light type rather than repeating multiple UCSF logo lock-ups. Pair the partner grouping with the UCSF master brand signature or appropriate entity logo lock-up.

External Partnership Guidelines
A supplemental guide has been developed to represent formal external partnerships. If your UCSF group has formed a formal partnership with an outside company or organization, please see the Partnership Guidelines at identity.UCSF.edu for guidance on how to represent your partnership program.
Sponsorship/Co-Branding

with External Partners — Overview

There are many instances when UCSF needs to be represented as a sponsor or partner alongside other external organizations. The following details how to represent the UCSF logo with other external partner logos.

There are three formats for external partner co-branding. The master brand signature or sub-brand logo lock-up should always be used unless application size limitations do not permit the minimum size requirements.

Clear space and minimum-size standards must be adhered to while giving ample real estate to external partner logos or logotypes. Follow the guidelines on the following page to ensure that partners and UCSF are adequately represented when used together.

<table>
<thead>
<tr>
<th>UCSF AS PRIMARY PARTNER</th>
<th>UCSF AS EQUAL PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="UCSF Logo" /></td>
<td><img src="#" alt="UCSF Logo" /></td>
</tr>
<tr>
<td>University of California San Francisco</td>
<td>University of California San Francisco</td>
</tr>
<tr>
<td>in partnership with:</td>
<td>in partnership with:</td>
</tr>
<tr>
<td>Partner Logo 1</td>
<td>Partner Logo 1</td>
</tr>
<tr>
<td>Partner Logo 2</td>
<td>Partner Logo 2</td>
</tr>
<tr>
<td>Partner Logo 3</td>
<td>Partner Logo 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UCSF AS SUPPORTING PARTNER</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="UCSF Logo" /></td>
</tr>
<tr>
<td>University of California San Francisco</td>
</tr>
<tr>
<td>in partnership with:</td>
</tr>
<tr>
<td>Partner Logo 2</td>
</tr>
<tr>
<td>Partner Logo 3</td>
</tr>
</tbody>
</table>

**External Partnership Guidelines**

A supplemental guide has been developed to represent formal external partnerships. If your UCSF group has formed a formal partnership with an outside company or organization, please see the Partnership Guidelines at [identity.ucsf.edu](http://identity.ucsf.edu) for guidance on how to represent your partnership program.
Sponsorship/Co-Branding
with External Partners — Configuration, Sizing, Clear Space

When UCSF is the primary partner, external partners’ logos or logotypes are presented below the UCSF signature with clear space. Left align partner logos with the left edge of the UCSF signature. When there are multiple partners, place logos to the right equally in a row shown above. Partner logos or logotypes should be optically 50% smaller than the UCSF signature. Whenever possible, it is recommended that all logos be rendered in black and white to unify the co-branding presence as one cohesive element.

When UCSF is an equal partner, logos or logotypes are presented side by side, separated by a vertical line and the UCSF clear space requirement. Partner logos or logotypes should be scaled at optically the same size as the UCSF signature (depending on whether the partner logo is vertical or horizontal, match 100% max width or height of the UCSF signature). It is recommended that the UCSF signature be placed on the left side of the lock-up.

When UCSF serves as the supporting partner, the minimum print size for the signature is 1” (25.4mm) wide. The minimum screen size of the signature is 120 pixels wide. The minimum print size for the logo is .5” (12.7mm) wide. The minimum screen size of the logo is 60 pixels wide. The master brand signature should always be used unless application size limitations do not permit the minimum size requirements. Supporting partner logos should be optically 50% max width or height of the primary partner logo or logotype.
Logo Expression

Overview

The UCSF visual system uses a range of elements to infuse emotion into the UCSF brand. One of the newer tools is the logo expression (shown on the right). The design introduces a new way of framing the UCSF master brand logo in an expressive, graphic way. The UCSF logo expression should be used in the format provided and reserved for applications where it feels most appropriate. The UCSF logo expression is intended for use with the UCSF master brand logo only.

Logo Resources
The UCSF logo expression can be downloaded at: identity.ucsf.edu
Logo Expression
Color

The UCSF logo expression has the added flexibility of working with any of the UCSF brand palette colors. The box shape may assume the color with the logo knocked out. Similarly, a white box with the knocked out logo may be laid atop any of the brand colors, as shown in the bottom left example. The logo expression is available in all master brand colors built with either the UCSF logo knocked out, or a regular version with the UCSF logo set in white.

Logo Resources
Both knock out and regular versions of the UCSF logo expression can be downloaded at: identity.UCSF.edu
The UCSF logo expression may also be laid atop an approved brand photograph. When using the knocked out versions against an image, place the logo expression where the knocked out logo offers the greatest legibility, and ensures a strong contrast between the logo expression’s color and the photograph.

When an image doesn’t provide enough contrast for legibility with a knocked out logo, you may opt to use the regular version of the logo expression with UCSF set in white.

**Logo Resources**
Both knock out and regular versions of the UCSF logo expression can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu)

Visit [identity.UCSF.edu](http://identity.UCSF.edu) to access the UCSF photo library and approved brand photography.
Logo Expression

Knock Out with Imagery

In some applications where more expression is desired, such as the cover of a magazine or in motion graphics, science imagery can provide a lively contrast for the UCSF logo expression. In addition to placing the logo expression atop a photograph, the photograph may be placed inside the logo expression, as shown in the right-most example.

In this application, only science imagery or textural imagery with a constant ratio of visual activity is recommended. When creating a logo expression with imagery inside, ensure that the image allows for legibility and offers a strong contrast with the selected color from the UCSF palette. Only use this application of the logo expression where appropriate.

Logo Resources

Both knock out and regular versions of the UCSF logo expression can be downloaded at: identity.UCSF.edu

Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography.
Logo Expression
Placement, Staging

Similar to the master brand logo and logotype, size and location of the logo expression is important for recognition and consistency. However, the logo expression offers more flexibility in size and placement. It can appear in various sizes depending on your application. It can be placed centered, or, flush left, right, top or bottom within a page.

The logo expression can also be paired with the master brand logotype—following the same guidelines. When staging the logo expression and logotype together in layout, it is important that they remain separate. Each element should occupy opposite corners of the page while being aligned either flush top or bottom for horizontal layouts, and flush left or right for vertical layouts.

When used with the graphic expression, the logo expression can offer further flexibility and possibilities for branding your materials. Please refer to pg. 136 for guidance on using the graphic expression.

Logo Resources
The UCSF logo expression can be downloaded at: identity.ucsf.edu
The strength of the UCSF identity system relies on consistent usage and the prominent appearance of one UCSF logo. For this reason, it is essential that multiple UCSF logos do not appear together. When using the logo expression, do not use it in conjunction with any other UCSF logos, except the UCSF logotype.

The UCSF logo expression is intended for use with the UCSF master brand logo only. Do not alter or lock up the logo expression with logotypes or sub-brands names. Please refer to the following page for additional guidance on incorrect usage of the logo expression.
Incorrect Usage

DON'T CHANGE SCALE OF LOGO WITHIN BOX

DON'T MOVE LOGO WITHIN BOX

DON'T ROTATE

DON'T ADD TEXT WITHIN BOX

DON'T CHANGE SHAPE OF BOX

DON'T CREATE NEW COLORS

DON'T CHANGE COLOR OF LOGO WITHIN BOX

DON'T PLACE ON AREAS OF LOW CONTRAST

DON'T PLACE SHAPES WITHIN BOX

DON'T USE GRADIENTS WITHIN BOX

DON'T PLACE PATTERNS WITHIN BOX

DON'T PLACE ON LOW CONTRAST PHOTO BACKGROUNDS
“Advancing health worldwide” conveys the immense transformative impact of our collective action on a global scale. It broadcasts our desire and capacity, as individuals and as a diverse university community, to change human lives for the better. As such, it adds a much-needed dimension of humanity to our institutional image. “Advancing health worldwide” was developed to educate key audiences who might be unaware of our mission and to reinforce and expand awareness among those already familiar with it. Finally, “advancing health worldwide” is a way to inspire and proclaim our pride in UCSF.

As with any identity element, thoughtful, consistent and careful application of our tagline will ensure its broad association with UCSF and support both the legal trademark and the public perception of its ownership.

Logo Resources
The UCSF tagline signature and tagline logotype can be downloaded at:
identity.ucsf.edu
A tagline is our primary marketing message and can be used in two ways. Its primacy is established and expressed by its position in lock-up with the UCSF master brand signature. It can also be used independently as a tagline logotype.

The UCSF tagline lock-up or logotype may be used on external and internal communications materials (print and digital). Its use may be appropriate for select advertising, marketing and promotional materials (like literature, conference banners and packaging).

Advancing health worldwide® is a registered trademark owned by UCSF. Do not include the Federal Copyright Registration symbol (®) on the tagline signature lock-up or tagline logotype. When the tagline phrase is used in body text communications (print or digital), the registration symbol (®) should be affixed in superscript in first reference and is optional thereafter.

Logo Resources
The UCSF tagline signature and tagline logotype can be downloaded at: identity.ucsf.edu
Tagline
Color Versions, Backgrounds

Navy is the preferred color for all brand lock-ups. When using the navy tagline signature lock-up or logotype, it should always appear against white. As a general rule, avoid placing the navy lock-up and logotype on colored backgrounds.

The black tagline and signature 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 or taglines on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed version (white) when placing the tagline signature lock-up and logotype over navy or dark backgrounds. Be sure there is adequate contrast between the lock-ups and logotypes and their respective backgrounds to ensure legibility.

The tagline signature lock-up and tagline logotype may be used reversed out of any color within the UCSF color palette.
In some cases, the tagline signature may be used on full-bleed imagery. Place lock-up against solid contrasting areas within imagery or photography that do not compete with the legibility or staging of the lock-up.

To ensure enough contrast and legibility, the navy tagline signature lock-up may be used against light areas. Be judicious about where and when the lock-up is used against imagery or photography, and contact University Relations for guidance when necessary.

In some cases, the logo and tagline logotype may be used on full-bleed imagery. Place logo and logotype against solid contrasting areas within imagery or photography that do not compete with the legibility or staging of the elements.

To ensure enough contrast and legibility, the navy logo and tagline logotype may be used against light areas. Please refer to pg. 31 for logo and logotype placement guidelines.
The same clear space requirement applies to the tagline signature. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in UCSF.

A similar clear space requirement applies to the tagline logotype. The required amount of clear space to ensure maximum visibility and legibility is determined by the overall height of the logotype.

The minimum print size of the tagline signature is 1.125” (28.6 mm) wide. The minimum screen size of the tagline signature is 140 pixels wide.

The minimum print size of the tagline logotype is 1.5” (38.1 mm) wide. The minimum screen size of the tagline logotype is 180 pixels wide.
When using the tagline, use the UCSF tagline signature lock-up whenever possible. If the minimum size signature does not fit the application, use the master brand signature or logo and tagline logotype separately.

When using the master brand signature or logo and tagline logotype separately, it is important that each element be placed separate from one another so they do not resemble the tagline signature lock-up. Please see the following page for sizing and placement guidelines.

Logo Resources
The UCSF tagline signature and tagline logotype can be downloaded at: identity.ucsf.edu
The size and location of the tagline signature lock-up is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to logo placement helps create stronger brand recognition over time. The exhibit to the right shows relative sizing standards and preferred order of placement.

<table>
<thead>
<tr>
<th>RELATIVE SIZE</th>
<th>STAGING PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>( X = \text{APPLICATION WIDTH} )</td>
<td>( \text{30% of } X )</td>
</tr>
</tbody>
</table>

The tagline signature lock-up should not appear inappropriately large on any layout, surface or display. It should be proportionate to the other elements surrounding it. The width of the signature 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, tagline signature placement priority is as follows: lower right, lower left, upper right and upper left.
When using the master brand signature or logo with the tagline logotype as separate elements, size and location of these elements is important for recognition and consistency. Similar to guidelines set for master brand logotypes, the tagline logotype should be one-third the height of the logo. As a general rule, when placing the logo with tagline logotype in layout, the logo should not exceed 15% of the application width (with the exception of extreme vertical applications).

When staging the master brand signature or logo with the tagline logotype together in layout, it is important that each element remains separate. Each element should occupy opposite corners of the page while being aligned either flush top or bottom for horizontal layouts, and flush left or right for vertical layouts.

**Logo Resources**
For criteria about when and how to use the tagline properly, please contact University Relations. The UCSF tagline logotype can be downloaded at: [identity.ucsf.edu](http://identity.ucsf.edu)
The tagline logotype can be used with both campus logo lock-ups as well as clinical logo lock-ups. When pairing either campus or clinical logo lock-ups with the tagline logotype, the logotype should be one-third the x height of the master brand logo size. As a general rule, when placing any lock-up with the tagline logotype in layout, the lock-up should not exceed 30% of the application width.

Staging a campus or clinical logo lock-up with the tagline logotype follows the same logotype staging guidance. Never lock-up the tagline logotype with a campus or clinical logo lock-up. Each element should occupy opposite corners of the page while being aligned either flush top or bottom for horizontal layouts, and flush left or right for vertical layouts.

Logo Resources
For criteria about when and how to use the tagline properly with campus or clinical logo lock-ups, please contact University Relations. The UCSF tagline logotype can be downloaded at: identity.UCSF.edu
Logo File Formats

Overview

All UCSF logos and lock-ups are provided in two colors and several file formats. These assets have been created at specific sizes common to their media. The native files should not be altered, recolored, scaled disproportionately or modified in any way.

The chart on the right details the file formats best suited for each use case. As indicated in the chart, four color process CMYK (Cyan, Magenta, Yellow, Black) and PMS (Pantone Matching System) assets are only available in EPS vector formats suitable for all print applications. For on-screen digital applications, RGB versions are available in most formats. EPS vector formats should be used where assets need to be scaled up or down for application. Both PNG bitmap and JPG pixel formats are fixed resolution assets reserved for web and digital applications. PNG formats have transparent backgrounds while JPG formats have a fixed white background. Both PNG and JPG formats can not be scaled up.

<table>
<thead>
<tr>
<th>Print</th>
<th>EPS - Vector</th>
<th>PNG - Bitmap</th>
<th>JPG - Pixel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black CMYK</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Navy CMYK, PMS</td>
<td>●</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reversed CMYK</td>
<td>●</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-screen</th>
<th>EPS - Vector</th>
<th>PNG - Bitmap</th>
<th>JPG - Pixel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black RGB, 72dpi, 1000px</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Navy RGB, 72dpi, 1000px</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Reversed RGB, 72dpi, 1000px</td>
<td>●</td>
<td>●</td>
<td></td>
</tr>
</tbody>
</table>

Logo Resources
Select UCSF logos and lock-ups can be downloaded at:
identity.ucsf.edu
Typography is an essential part of the UCSF visual system. When used consistently, it unifies messaging and creates familiarity.

Helvetica Neue continues to be our primary typeface, chosen to clearly reflect the boldness and impact of UCSF. Granjon is our secondary typeface, chosen to reflect the humanity and inclusiveness of UCSF. Used together, each typeface creates a balanced look and feel for all of our messaging.

These guidelines will help you use our typefaces for maximum legibility while reinforcing UCSF in the eyes of our audiences.
Helvetica Neue is our primary typeface. As the primary typeface, it is important that most UCSF communications use Helvetica Neue. The typeface is made up of four weights: Light, Roman, Medium and Bold. Italicized versions of Light, Roman and Medium are also included in the family. The default weight to use is Helvetica Neue Light. In cases where legibility is an issue, use Helvetica Neue Roman.

The supporting weights of Helvetica Neue may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts and folios.

The manner in which we use typography is important in ensuring our communications are thoughtful and deliberate. This selection of type weights best represents attributes of our brand positioning: our boldness, impact, humanity and inclusiveness. Though other weights of Helvetica Neue are available, limit use to those weights outlined here to create a consistent impression of UCSF.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels and UI navigation. Type should never be altered by adding outlines, drop shadows or effects. Always set ® and ™ as superscript.

Font Resources
For more information on font licensing, visit identity.UCSF.edu
Granjon is our secondary typeface. Granjon, primarily used in large headlines and titles, introduces a subtle warmth that pairs well with Helvetica Neue. The typeface is made up of three weights: Roman, Italic and Bold. The default weight to use is Granjon Roman.

The supporting weights of Granjon may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts and folios.

Title case is preferred. Only use all caps in small instances such as charts, labels and UI navigation. Type should never be altered by adding outlines, drop shadows or effects. Always set ® and ™ as superscript.

Font Resources
For more information on font licensing, visit identity.ucsf.edu
Two World-Class Children’s Hospitals are Now United.

Information for Patients and Families

UC San Francisco is recognized internationally as one of the world’s great research universities with a trademark culture of collaboration. Scientists and clinical researchers from all disciplines work together to find solutions for preventing and treating disease.

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A Team-Based Approach to Medicine

Collaboration and Innovation

UC San Francisco is recognized internationally as one of the world’s great research universities with a trademark culture of collaboration. Scientists and clinical researchers from all disciplines work together to find solutions for preventing and treating disease.

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Consistent application of type fonts and styles allows our audiences to recognize materials from UCSF with ease. Having a hierarchy for type expression builds consistency and a unified feel across communications which, in turn, reinforces our brand recognition among our audiences.

Our type hierarchy applies to communications across all channels. Large headlines should always use Granjon Roman or Helvetica Neue Light set in title case. Subheads may use Helvetica Neue Light or Roman title case, depending on scale relationships. Large blocks of copy on covers should use Helvetica Neue Light sentence case.
Typography

Case Study Series
Clinical Social Franchising

The Global Health Group
Global Health Sciences
University of California San Francisco
September 2012

Use Helvetica Neue Light for any additional cover information

ADDITIONAL COVER INFORMATION

QUOTES

“There’s no place in ... people in the country.”

Christine Miaskowski
Sharon A. Endowed Chair, School of Nursing

“There’s no place in the world like UCSF in terms of being able to interact with the top people in the country.”

Christine Miaskowski
Sharon A. Endowed Chair, School of Nursing

Quotes of 20 point sizes or larger may use Granjon Roman sentence case. Quotes of smaller than 20 point sizes should use Helvetica Neue Light sentence case. Name attributions should be Helvetica Neue Bold with titles and organizations in Helvetica Neue Light.

SIDEBARS

Patients' Stories
Patients share their personal stories of their experiences receiving care at UCSF.

- Jane Xxxxx, Breast Cancer
- Sue Xxxxx, Fetal Treatment

Sidebar copy should also be Helvetica Neue Light with sidebar headers in Helvetica Neue Bold title case. In instances where more weight is needed (web, email, etc.) Helvetica Neue Roman can be used.
Typography
Leading / Tracking

The space you give between lines of copy, or the space between letters contribute to the characteristics and legibility of typography.

Leading describes the space between lines of copy, measured from baseline to baseline. Tracking refers to the spacing between a range of characters.

The application of leading and tracking is different for each typeface at different type sizes. The following pages will guide you through recommended best practices around leading and tracking for Helvetica Neue and Granjon.

<table>
<thead>
<tr>
<th>LEADING</th>
<th>TRACKING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu.</strong></td>
<td><strong>Lorem ipsum dolor</strong></td>
</tr>
<tr>
<td><strong>Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sedipscing ad qui. Sit no quodsi abhorreant.</strong></td>
<td><strong>Lorem ipsum dolor</strong></td>
</tr>
<tr>
<td><strong>Lorem ipsum dolor</strong></td>
<td><strong>Lorem ipsum dolor</strong></td>
</tr>
<tr>
<td><strong>TRACKING SET TO -50</strong></td>
<td><strong>TRACKING SET TO 0</strong></td>
</tr>
<tr>
<td><strong>Lorem ipsum dolor</strong></td>
<td><strong>Lorem ipsum dolor</strong></td>
</tr>
<tr>
<td><strong>TRACKING SET TO +50</strong></td>
<td><strong>Lorem ipsum dolor</strong></td>
</tr>
<tr>
<td><strong>TRACKING SET TO -50</strong></td>
<td><strong>TRACKING SET TO 0</strong></td>
</tr>
</tbody>
</table>
## Typography

### Helvetica Neue — Size / Leading / Tracking

#### SMALL POINT SIZE

120—130% ratio (SIZE 9 / LEADING 11)

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui. Sit no quodsi abhorreant. Ea nostrum eloquentiam mea. Vimi inani hendrit torquatos ne, etius ancillae maiestatis. Mea tation splendide ut. No veri laueat ceteros vel, ius magna phaedrum an, te graeco efficiantur definitiones eam. Sitt anticam perpetua id. Te nam doctus aliquip dissentiet, te vim modus solut suscipit.

<table>
<thead>
<tr>
<th>POINT SIZE</th>
<th>LEADING</th>
<th>TRACKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>7.5</td>
<td>25</td>
</tr>
<tr>
<td>7</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>8</td>
<td>10</td>
<td>25</td>
</tr>
<tr>
<td>9</td>
<td>11</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>13.5</td>
<td>10</td>
</tr>
</tbody>
</table>

All leading is not equal. As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. For body copy, leading will depend on the size of type you use, but typically should be set between 120—130% of the point size. This will ensure legibility. For example, if you set a line of 8 point type, your leading should be set to 10 point.

#### MEDIUM POINT SIZE

120—130% ratio (SIZE 15 / LEADING 18)

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui. Sit no quodsi abhorreant. Ea nostrum eloquentiam mea.

<table>
<thead>
<tr>
<th>POINT SIZE</th>
<th>LEADING</th>
<th>TRACKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>13</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>14</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>15</td>
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</tr>
<tr>
<td>16</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

For body types 10 points or larger, leading will be closer to 120%. As type becomes larger, less space is required between lines for readability. For example, if you set a line of 15 point type, your leading should be set to 18 point. Use the leading conversion charts above for reference. The tracking for Helvetica Neue can generally be set to 10. Adjust tracking where needed based on application.

#### LARGE POINT SIZE

110—120% ratio (SIZE 20 / LEADING 23)

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam

<table>
<thead>
<tr>
<th>POINT SIZE</th>
<th>LEADING</th>
<th>TRACKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>21</td>
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<tr>
<td>19</td>
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<td>21</td>
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<td>25</td>
<td>0</td>
</tr>
<tr>
<td>23</td>
<td>26</td>
<td>0</td>
</tr>
</tbody>
</table>

For large headers or titles, tighter leading between 110—120% will elevate the level of sophistication in your typography. For example, a header set at 22 point type with 25 point leading reads with clarity and is typographically unified. For type sizes 30 points or larger, leading will be closer to 100%.
To ensure maximum legibility, Helvetica Neue is the preferred typeface for all body copy. In some instances, Granjon may be necessary for body copy to soften or enhance a story (e.g., editorial, magazine). When appropriate for use as body copy, the minimum point size of Granjon should not be less than 9 points for legibility.

When used for headlines or quotes, Granjon should be set in a larger font size where applicable. The recommended size is 20 point or larger. Set at 20 point size or larger, the leading should be 100% of the point size (20 point type with 20 point leading) and the tracking should be tightened to -10 point.

For large headers or titles, tighter leading at 100% of point size will elevate the level of sophistication in your typography. Use this approach for type over 35 point size. For example, a header set at 50 point type with 50 point leading and -10 point tracking reads with clarity and is typographically unified.
In cases where Helvetica Neue is not available, Arial should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents or digital presentations (such as PowerPoint) which cannot embed fonts.

There are two preferred weights for Arial, each with an italic version: Regular and Bold. The default weight to use is Arial Regular. The Bold weight of Arial may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts and folios.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels and UI navigation. Type should never be altered by adding outlines, drop shadows or effects. Always set ® and ™ as superscript.
Typography
Garamond — Secondary Typeface Substitute

In cases where Granjon is not available, Garamond should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents or digital presentations (such as PowerPoint) which cannot embed fonts.

The preferred weight is Garamond Regular. The bold weight of Garamond may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts and folios. The italic weight can be used in the editorial expression. Please refer to pg. 134 for examples.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels and UI navigation. Type should never be altered by adding outlines, drop shadows or effects. Always set ® and ™ as superscript.
UCSF’s Clinical Enterprise is recognized nationally for its leading health care providers, who work together as a team to develop new treatment approaches and to achieve the best outcomes. They are among the nation’s leading experts in virtually all specialties, including cancer, heart disease, neurological disorders, immunological disorders, HIV/AIDS and organ transplantation, as well as specialty services for women and children. People from all parts of the United States—and from across the world—come to UCSF to receive life-saving health care services.

DON'T SET BODY COPY IN ALL CAPS

DON'T APPLY MORE THAN THE RECOMMENDED AMOUNT OF LEADING

DON'T APPLY EXTRA LETTER SPACING (TRACKING)

DON'T SET BOTH HEADLINE AND BODY COPY IN GRANDJON

DON'T MAKE HEADINGS WITHOUT SUFFICIENT CONTRAST WITH BODY COPY

DON'T SET ALL BODY COPY IN BOLD

UCSF's clinical enterprise is recognized nationally for its leading health care providers, who work together as a team to develop new treatment approaches and to achieve the best outcomes. They are among the nation’s leading experts in virtually all specialties, including cancer, heart disease, neurological disorders, immunological disorders, HIV/AIDS and organ transplantation, as well as specialty services for women and children. People from all parts of the United States—and from across the world—come to UCSF to receive life-saving health care services.

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Color

Overview

The UCSF color palette reinforces a sense of strength and energy for all communications. The palette is flexible and made of bold, bright colors that create dynamic, expressive communications. Ample use of white space unifies the palette with contrast and vibrancy.

By developing one enterprise-wide color palette, we present a more unified brand to our audiences. Each color was carefully selected to express the personality of our enterprise. All palette colors are evolved from familiar UCSF legacy colors, and designed to be used across all communication channels.

To promote color contrast accessibility and achieve standards supported by the University of California, two sets of color formulas have been developed to communicate the UCSF color palette consistently across traditional print and digital/interactive media. The following pages address the UCSF color palette with default color specifications for traditional print deliverables. Detailed information about interactive color specifications and use can be found on pg. 112.
The primary palette consists of four cool tones and one warmer tone, orange. The navy blue denotes the primary color for the brand. It serves as a foundation for all colors, acting as the primary color in all brand logo lock-ups. The light blue is a prominent color used for UCSF Medical Center, and orange for UCSF Benioff Children’s Hospital. These colors will carry the most brand recognition, however the full palette is meant to be embraced by all UCSF entities and sub-brands.

The primary palette is supported by a brighter secondary palette. Secondary palette colors serve as complementary accents to the primary palette, adding more vibrancy.

The neutral palette acts as a foundation that works with both primary and secondary palettes. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules will give the primary and secondary palettes vibrancy and prominence.

All color formulas shown here are customized for traditional print deliverables. Detailed information about interactive color formulas and use can be found on pg. 112.

Color Specifications

UCSF colors are custom mixes. Always use the formulas detailed here and custom match the coated Pantone chip swatch color. Since individual printers and computer screens show colors differently, the color swatches on this page should not be used for color-matching purposes.
Color

Palette Usage

The UCSF color palette is designed to be used across all communication channels through a wide range of applications. Each color in the palette has been selected to complement each other. The palette offers a number of color combinations that allows use of only a few core colors, or multiple colors in one application. The examples to the right show how to balance primary colors with secondary colors.

When using a primary color as a core, as shown in the left example, both primary and secondary colors can be used to complement. The logo expression is staged in white on the bottom right corner, offering contrast and a neutral foundation that adds vibrancy to the surrounding colors.

When using a secondary color as a core, it is important to support the secondary color with some primary color. As shown in the right example, the predominant color is red with orange and navy used as supporting accents. Ample use of white and neutrals help balance the vibrancy of the color while the master brand signature reinforces the core color navy.

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

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| Color palette | Color usage examples | Color palette | Color usage examples |

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| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

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| Color palette | Color usage examples | Color palette | Color usage examples |

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| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |

| PRIMARY COLOR WITH SECONDARY ACCENTS | SECONDARY COLOR WITH PRIMARY ACCENTS |

| Color palette | Color usage examples | Color palette | Color usage examples |
Color

Primary and Secondary Palette Tints

A tint is a mixture of a color and white in order to increase its lightness. While palette colors should typically be used at full strength, tints can be used in instances that require a more subtle color variation or need some differentiation from the UCSF color palette. Tints can be used to create hierarchy, separate colors, construct overlays and extend core colors. While this can extend the range of the primary palette, it is important to be judicious when using a variety of colors—too many colors can create unwanted complexity in a design.

Tints should never be used independently from full strength colors of the UCSF palette. Tints should only be used in support of primary and secondary colors as a way to extend that color for specific applications (charts, graphs, video, web or user interfaces). Please see pg. 111 for examples of usage.

### Tints Based from UCSF Primary Color Palette

<table>
<thead>
<tr>
<th>Tint Type</th>
<th>Color Code</th>
<th>CIE L<em>a</em>b*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7463 C</td>
<td>C100 M90 Y30 K45</td>
<td>100%</td>
</tr>
<tr>
<td>Pantone Process Blue C</td>
<td>C106 M18 Y97 K0</td>
<td>100%</td>
</tr>
<tr>
<td>Pantone 350 C</td>
<td>C180 M40 Y51 K3</td>
<td>100%</td>
</tr>
<tr>
<td>Pantone 340 C</td>
<td>C180 M40 Y51 K3</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tint Type</th>
<th>Color Code</th>
<th>CIE L<em>a</em>b*</th>
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</thead>
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<td>Pantone 7463 C</td>
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<td>70%</td>
</tr>
<tr>
<td>Pantone Process Blue C</td>
<td>C106 M18 Y97 K0</td>
<td>70%</td>
</tr>
<tr>
<td>Pantone 350 C</td>
<td>C180 M40 Y51 K3</td>
<td>70%</td>
</tr>
<tr>
<td>Pantone 340 C</td>
<td>C180 M40 Y51 K3</td>
<td>70%</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Tint Type</th>
<th>Color Code</th>
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<tbody>
<tr>
<td>Pantone 7463 C</td>
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<tr>
<td>Pantone Process Blue C</td>
<td>C106 M18 Y97 K0</td>
<td>40%</td>
</tr>
<tr>
<td>Pantone 350 C</td>
<td>C180 M40 Y51 K3</td>
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</tr>
<tr>
<td>Pantone 340 C</td>
<td>C180 M40 Y51 K3</td>
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<table>
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<tr>
<th>Tint Type</th>
<th>Color Code</th>
<th>CIE L<em>a</em>b*</th>
</tr>
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<tbody>
<tr>
<td>Pantone 7463 C</td>
<td>C100 M90 Y30 K45</td>
<td>10%</td>
</tr>
<tr>
<td>Pantone Process Blue C</td>
<td>C106 M18 Y97 K0</td>
<td>10%</td>
</tr>
<tr>
<td>Pantone 350 C</td>
<td>C180 M40 Y51 K3</td>
<td>10%</td>
</tr>
<tr>
<td>Pantone 340 C</td>
<td>C180 M40 Y51 K3</td>
<td>10%</td>
</tr>
</tbody>
</table>

Color Specifications

The tints shown here can be created by specifying a percentage of the primary palette of colors in a graphics program, or by using the specifications shown.
A tint is a mixture of a color and white in order to increase its lightness. While palette colors should typically be used at full strength, tints can be used in instances that require a more subtle color variation or need some differentiation from the UCSF color palette. Tints can be used to create hierarchy, separate colors, construct overlays and extend core colors. While this can extend the range of the primary palette, it is important to be judicious when using a variety of colors—too many colors can create unwanted complexity in a design.

Tints should never be used independently from full strength colors of the UCSF palette. Tints should only be used in support of primary and secondary colors as a way to extend that color for specific applications (charts, graphs, video, web or user interfaces). Please see pg. 111 for examples of usage.

**Color Specifications**
The tints shown here can be created by specifying a percentage of the primary and secondary palette of colors in a graphics program, or by using the specifications shown.
Neutral colors are an essential part of the UCSF visual system. Where primary and secondary colors offer vibrancy and diversity, neutral colors unify and balance.

White is an important foundational neutral. It elevates and unifies the colors in the palette. It adds sophistication and simplicity to the design.

The neutral palette includes white, a warm gray (Pantone 427), a cool gray (Pantone 428) and black. These neutrals can also be broken down into tint percentages to expand the neutral palette. Using tints from either grays offers the ability to shift neutrals from warm to cool. Black should be reserved for type and should not be used as a predominant core color.

**Color Specifications**

The tints shown here can be created by specifying a percentage of the neutral palette of colors in a graphics program, or by using the specifications shown.
Creating Tints From Color Palette

To create tints in InDesign, locate the swatches panel, select the desired color from the UCSF color palette and enter in the percentage of tint desired.

To create tints in Illustrator, locate the swatches and color panel, select the desired color from swatches panel, making sure it is either a spot color or global process color, and enter in the percentage of tint in the color panel.

To create tints in Photoshop, create a new layer and fill it with white. Add a color overlay layer effect to the layer. In the layer style dialog box, add the desired color from the UCSF color palette. Adjust the opacity of the color overlay to the percentage of tint desired.
Color

Tint Application

Tints can be used in web or digital applications to help create hierarchy in navigation and user interfaces.

Tints can be used to create overlays on solid color backgrounds—helping to separate blocks of information.

Tints can also be used with photography to overlay colors on imagery—helping to separate blocks of information.

Tints can be used to extend core colors in charts, graphs or presentations.

Please Note
Detailed information about interactive color formulas and use can be found on pg. 112.
Color and Digital Accessibility

The University of California is committed to providing an electronic environment that is accessible to everyone, including individuals with disabilities. In digital environments, color plays a big role in accessibility — the greater the contrast, the better the readability. Following standards set by the Americans with Disabilities Act (ADA), UCSF offers edited color specifications to our master palette for optimal levels of readability across interactive deliverables.

The W3C’s Web Content Accessibility Guideline (WCAG) presents a set of color contrast standards that make content more accessible to a wider range of people with visual disabilities, including blindness and low vision. UCSF’s interactive color formulas have been created to provide opportunities for greater contrast to meet WCAG’s AA level color contrast standards. These interactive color formulas should only be used in specific interactive situations, detailed on the following pages.
Interactive Color Usage

The UCSF color palette offers flexibility and a range of possibility for expressing the brand through color. The palette has been customized for print and interactive applications. In general terms, the medium of a deliverable will determine which color specification to use — although elements such as logos or logo expressions should always retain the master palette color specifications. See sample uses outlined in the grid to the right. For projects that span both print and digital processes, color formulas and usage should be customized with the final use in mind.

The UCSF color palette formulas are the default set of specifications for any application that will be printed through offset, lithography, screen printing, digital printing or color copy. The formulas in the palette offer a clarity that is ideal for any in-hand or physical deliverable.

Interactive color formulas have been developed and should be implemented for applications that will be viewed solely on a screen for internal or external audiences. Updated color specifications in this palette provide a safe contrast ratio for readability in specific type sizing while maintaining the intensity of the UCSF color palette.

<table>
<thead>
<tr>
<th>Master Color Formulas</th>
<th>Interactive Color Formulas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses include logos or logo expressions and anything printed</td>
<td>Uses include digital art</td>
</tr>
</tbody>
</table>

- All logos and lock-ups
- Editorial expressions (including those that appear within web graphics)
- Advertising that appears on digital channels owned outside of USCF (e.g., consumer advertising running on digital outdoor billboards, advertising that would be placed in external media like SF Gate)
- PPT presentations
- PDFs
- Fact sheets
- Booths or printed display/standing graphics
- Social media avatars
- Posters or flyers
- Website design elements
- Web graphics
- Web promos or banners
- Electronic newsletters or announcements
- Apps
- Digital display graphics/kiosks
Color Contrast Ratios

About

Following WCAG guidance, the interactive color formulas for the UCSF color palette conform to an AA level contrast standard, which requires that color combinations meet a minimum contrast ratio for text. Below are guidelines and best practices to meet the required contrast with interactive/digital text.

4.5:1 Contrast Ratio
Normal-sized text in digital applications, such as 12pt text, requires a 4.5:1 contrast ratio. Type can either be on a white background or knocked out of a solid color. Only certain colors from our interactive color formulas achieve a 4.5:1 contrast ratio. For lighter colors, such as yellow and neutrals, use black text to achieve a 4.5:1 ratio.

3:1 Contrast Ratio
Larger text in digital applications, such as 14pt bold or 18pt regular or larger, only requires a 3:1 contrast ratio. Type can either be on a white background or knocked out of a solid color. Some of our interactive color formulas, such as green and orange, can only achieve a 3:1 contrast ratio and should not be used with normal-sized text.
Interactive Colors

The interactive color formulas provide five additional darker versions of UCSF’s color palette to meet required contrast ratios. All other specifications for UCSF brand colors, tints and neutrals remain unchanged.

All of the colors and tints shown here conform to the WCAG AA level contrast standard, which requires that the color combination meets a minimum contrast ratio.

4.5:1 = normal text (12pt)
3:1 = large text (18pt or 14pt bold, or larger)

Each color formula includes relevant contrast ratio to white (#FFFFFF) or to black (#000000).

*= indicates color specific to interactive use
L*= indicates AA compliant only with large text
The five additional darker interactive colors complement and extend UCSF’s existing color palette and tints specifically for interactive use, and meet accessibility requirements.

All of the colors and tints shown here conform to the WCAG AA level contrast standard, which requires that the color combination meets a minimum contrast ratio.

4.5:1 = normal text (12pt)
3:1 = large text (18pt or 14pt bold, or larger)

Each color formula includes relevant contrast ratio to white (#FFFFFF) or to black (#000000).

*= indicates color specific to interactive use
L* = indicates AA compliant only with large text

Interactive Primary Colors and Tints

### INTERACTIVE PRIMARY COLORS

**Pantone 7463 C**
- R5 G39 B73
- #052049
- Contrast to #FFFFFF = 6.11:1

**AA 4.5:1 Interactive Teal**
- R5 G132 B136
- #058488
- Contrast to #FFFFFF = 4.5:1

**AA 3.1 Interactive Green**
- R110 G164 B6
- #71E400
- Contrast to #FFFFFF = 3.01:1

**AA 4.5:1 Interactive Blue**
- R0 G124 B190
- #007CBE
- Contrast to #FFFFFF = 4.54:1

**AA 3.1 Interactive Orange**
- R242 G109 B4
- #F26D04
- Contrast to #FFFFFF = 3.02:1

### INTERACTIVE PRIMARY TINTS – SAME AS MASTER PALETTE TINTS

**70% Pantone 7463 C**
- R80 G99 B128
- #503080
- Contrast to #FFFFFF = 6.11:1

**40% Pantone 7463 C**
- R155 G166 B182
- #9BAD66
- Contrast to #000000 = 8.52:1

**10% Pantone 7463 C**
- R230 G233 B237
- #E6E6ED
- Contrast to #000000 = 17.24:1

**70% Pantone 320 C**
- R93 G191 B197
- #5DBFC5
- Contrast to #000000 = 9.72:1

**40% Pantone 320 C**
- R163 G218 B222
- #A3DADE
- Contrast to #000000 = 13.64:1

**10% Pantone 320 C**
- R232 G246 B247
- #E8F6F7
- Contrast to #000000 = 18.96:1

**70% Pantone 390 C**
- R177 G209 B111
- #8DBD31
- Contrast to #000000 = 12.22:1

**40% Pantone 390 C**
- R211 G228 B173
- #D3E4AD
- Contrast to #000000 = 14.3:1

**10% Pantone 390 C**
- R244 G128 B36
- #F4B024
- Contrast to #000000 = 7.96:1

**70% Pantone Process Blue C**
- R93 G175 B219
- #5DADFB
- Contrast to #000000 = 8.62:1

**40% Pantone Process Blue C**
- R162 G209 B234
- #B2D16F
- Contrast to #000000 = 12.84:1

**10% Pantone Process Blue C**
- R244 G128 B36
- #F4B024
- Contrast to #000000 = 7.96:1

**70% Pantone 158 C**
- R247 G166 B101
- #F7A865
- Contrast to #000000 = 10.6:1

**40% Pantone 158 C**
- R251 G204 B167
- #FBCA77
- Contrast to #000000 = 14.3:1

**10% Pantone 158 C**
- R254 G242 B233
- #F9F2E9
- Contrast to #000000 = 19.09:1
## Interactive Secondary Colors and Tints

The five additional darker interactive colors complement and extend UCSF’s existing color palette and tints specifically for interactive use, and meet accessibility requirements.

All of the colors and tints shown here conform to the WCAG AA level contrast standard, which requires that the color combination meets a minimum contrast ratio.

4.5:1 = normal text (12pt)
3:1 = large text (18pt or 14pt bold, or larger)

Each color formula includes relevant contrast ratio to white (#FFFFFF) or to black (#000000).

* = indicates color specific to interactive use
*L = indicates AA compliant only with large text

### Interactive Secondary Colors

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
<th>Contrast to #FFFFFF</th>
<th>Contrast to #000000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 2665 C</td>
<td>R113 G111 B178</td>
<td>#716FB2</td>
<td>4.55:1</td>
</tr>
<tr>
<td>Pantone 192 C</td>
<td>R198 G197 B224</td>
<td>#C6C5E0</td>
<td>12.46:1</td>
</tr>
<tr>
<td>Pantone 123 C</td>
<td>R241 G241 B247</td>
<td>#F1F1F7</td>
<td>18.67:1</td>
</tr>
</tbody>
</table>

### Interactive Secondary Tints – Same as Master Palette Tints

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Description</th>
<th>Contrast to #FFFFFF</th>
<th>Contrast to #000000</th>
</tr>
</thead>
<tbody>
<tr>
<td>70% Pantone 2665 C</td>
<td>R156 G154 B201</td>
<td>#9C9AC9</td>
<td>7.88:1</td>
</tr>
<tr>
<td>40% Pantone 2665 C</td>
<td>R198 G197 B224</td>
<td>#C6C5E0</td>
<td>10.87:1</td>
</tr>
<tr>
<td>10% Pantone 2665 C</td>
<td>R241 G241 B247</td>
<td>#F1F1F7</td>
<td>20.32:1</td>
</tr>
</tbody>
</table>
Interactive Neutral Colors and Tints

Values for UCSF’s neutrals and tints mirror the UCSF color palette with one addition, a dark screen of black.

All of the colors and tints shown here conform to the WCAG AA level contrast standard, which requires that the color combination meets a minimum contrast ratio.

4.5:1 = normal text (12pt)
3:1 = large text (18pt or 14pt bold, or larger)

Each color formula includes relevant contrast ratio to white (#FFFFFF) or to black (#000000).

For optimal body copy readability on a white background, we recommend using either 77% Process Black or 70% Process Black for the text color. Both maintain an accessible level of contrast, but they soften the harshness of 100% black type.

* = indicates color specific to interactive use
L = indicates AA compliant only with large text
The examples on this page show which type sizes and styles meet the minimum requirements for WCAG AA level accessibility when knocked out of a solid color or on a white background. Please note that the interactive green and interactive orange colors only work in the 18pt or larger text sizes, and the 14pt bold text.
A large number of palette colors and tints are WCAG AA level compliant when used as a background for black text. The following examples show which ones meet the minimum requirements for accessibility.
Using Text – Color with Black
Secondary Colors

A large number of palette colors and tints are WCAG AA level compliant when used as a background for black text. The following examples show which ones meet the minimum requirements for accessibility.

<table>
<thead>
<tr>
<th>Pantone 2665 C (#F1F1F7)</th>
<th>70% Pantone 2665 C (#9C9AC9)</th>
<th>40% Pantone 2665 C (#C6C5E0)</th>
<th>10% Pantone 2665 C (#C6C5E0)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
</tr>
<tr>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 192 C (#EC1848)</th>
<th>70% Pantone 192 C (#F25D7F)</th>
<th>40% Pantone 192 C (#F7A3B6)</th>
<th>10% Pantone 192 C (#FDE8ED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
</tr>
<tr>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 123 C (#FFDD00)</th>
<th>70% Pantone 123 C (#F7E74D)</th>
<th>40% Pantone 123 C (#FF199)</th>
<th>10% Pantone 123 C (#FFE8ED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
<td>18pt text or larger</td>
</tr>
<tr>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
<td>12pt text</td>
</tr>
</tbody>
</table>
Neutral Colors

A large number of palette colors and tints are WCAG AA level compliant when used as a background for black text. The following examples show which ones meet the minimum requirements for accessibility.

<table>
<thead>
<tr>
<th>Section 2</th>
<th>Visual System</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Text – Color with Black</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>40% Process Black (:#999999)</th>
<th>18pt text or larger</th>
<th>14pt bold text</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% Process Black (:#E5E5E5)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

White (:#FFFFFF)

<table>
<thead>
<tr>
<th>Pantone 427 C (:#D1D3D3)</th>
<th>18pt text or larger</th>
<th>14pt bold text</th>
</tr>
</thead>
<tbody>
<tr>
<td>70% Pantone 427 C (:#DFE0E0)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>40% Pantone 427 C (:#EDEDEE)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>10% Pantone 427 C (:#FAFBFB)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pantone 428 C (:#B4B9BF)

<table>
<thead>
<tr>
<th>70% Pantone 428 C (:#CBCEC2)</th>
<th>18pt text or larger</th>
<th>14pt bold text</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% Pantone 428 C (:#E1E3E8)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>10% Pantone 428 C (:#F8F8F8)</td>
<td>18pt text or larger</td>
<td>14pt bold text</td>
</tr>
<tr>
<td>12pt text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Color

Incorrect Usage

- Don't create gradients
- Don't use accent colors in large areas
- Don't combine colored text and background
- Don't use secondary palette only
- Don't use tints of colors for text
- Don't neglect color hierarchy
- Don't use tints independent of full strength colors
Photography

Overview

Photography is one of our most widely used and influential brand assets. Whether pulling from the UCSF photo library, commissioning a photo shoot or finding stock imagery, high quality photos are critical to creating a genuine and authentic UCSF experience.

Our UCSF photo library of approved brand photography represents UCSF with a curated collection of imagery that is consistent in style and quality. The library will continue to grow and provide licensed imagery for enterprise-wide use.

UCSF photography is built upon three pillars of expression: emotion, environment and science. Photographs from each of these pillars work together to tell a story. As a flexible system, each pillar can be rescaled relative to the others, shifting the focus of the story to fit the intended audience.

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography within each pillar.
Emotion-based imagery possesses an intimate quality. Whether portraiture or photojournalistic shots of people, there is a striking trait they share in common. Each captures a moment in time, ripe with feelings ranging from happiness to intensity. Focused deeply on the person or persons, emotion-based imagery should be direct and powerful. It should create a connection to the subject matter and be strong enough to stand alone.
Whenever possible, using original UCSF imagery will add to the authenticity of our story and develop the visual strength of our brand. When shooting original imagery, use the examples shown as a visual reference and follow style considerations (pg. 132) to capture the essence of what defines UCSF photography.

In the event that original photography does not exist or cannot be used or created to tell a specific story, stock photography can be used to augment our existing photo library. When selecting emotion-based stock imagery follow the same criteria as original UCSF photography. Make sure it feels authentic, genuine and focuses on a moment. Photography should be engaging and compositionally balanced. When selecting stock imagery, it is important that it can co-exist seamlessly with original UCSF photography.

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography within each pillar.

For rights-managed and royalty-free stock photography, recommended resources include the following sites: stocksy.com, gallerystock.com, us.fotolia.com, gettyimages.com.

Note: the stock imagery shown is approved for use only within the UCSF Brand Guidelines. Additional licensing fees apply for other usage.
Photography

Environment

Environment-based imagery evokes a sense of destination. Each photograph provides context for the overwhelming feeling that UCSF is a place where things happen – where health leaders are trained, patients are cared for, and breakthroughs are achieved. Environment-based imagery includes photojournalistic-style photography, event photography, portraiture, landscape (architecture, San Francisco) and still life (equipment, objects).

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography within each pillar.
Whenever possible, using original UCSF imagery will add to the authenticity of our story especially when it comes to capturing our environment. When shooting original imagery, use the examples shown as a visual reference and follow style considerations (pg. 132) to capture the essence of what defines UCSF photography.

In the event that original photography does not exist or cannot be used or created to tell a specific story, stock photography can be used to augment our existing photo library. When selecting environment-based stock imagery make sure it can co-exist seamlessly with original UCSF photography. Environment-based stock imagery can be useful in serving a broader story where specific imagery may be required. For example, expansive city views, technology stills or compositionally engaging shots of common environments can support and even elevate existing original photography.

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography within each pillar.

For rights-managed and royalty-free stock photography, recommended resources include the following sites: stocksy.com, gallerystock.com, us.fotolia.com, gettyimages.com.

Note: the stock imagery shown is approved for use only within the UCSF Brand Guidelines. Additional licensing fees apply for other usage.
Science-based imagery is a reminder that UCSF is an institution backed by research and committed to discovery. This imagery offers vibrant textures, abstract complexity and raw beauty. It is an absorbing entry point for our audiences to understand a critical component of UCSF. Science-based imagery can include microscopic imagery or still-life details of research, equipment, robotics, tools and objects. When using science imagery, be sure that the imagery used is within the correct context of the story.

Photography Resources
Visit [identity.ucsf.edu](http://identity.ucsf.edu) to access the UCSF photo library and approved brand photography within each pillar.
When using science-based imagery, it is important to consider color, texture and composition. Textures can become evocative patterns or colors that help add interest to layouts. Whenever possible, use science-based imagery that originates from UCSF. The research that UCSF conducts is unique, and so should its imagery.

In the event that original photography does not exist or cannot be used or created to tell a specific story, stock photography can be used to augment our existing photo library. When selecting science-based stock imagery make sure it can co-exist seamlessly with original UCSF photography.

Science-based stock imagery can be useful where specific imagery may be required. For example, certain microscopic imagery that is not readily available may be found through a number of stock sources.

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography within each pillar.

For rights-managed and royalty-free stock photography, recommended resources include the following sites: stocksy.com, gallerystock.com, us.fotolia.com, gettyimages.com.

Note: the stock imagery shown is approved for use only within the UCSF Brand Guidelines. Additional licensing fees apply for other usage.
Photography from the three pillars can work together to tell a story. The compositions to the right demonstrate how the focus of the story changes as the balance between each pillar shifts. Understanding the purpose of the communication and the audience will influence the ideal balance between emotion-, environment- and science-based imagery.

These examples show imagery from each pillar working together. However, with strong imagery, each pillar can also work independent of one another.

**Note**
These examples are not meant to be prescriptive, nor is it necessary for all three pillars to be represented in a given composition.
Photography

Style Considerations

Whenever possible, capture people with genuine expressions. Authenticity is also important and can be achieved by using as much natural light as possible. In dark environments where artificial light is necessary, try to mimic natural light by bouncing light indirectly. When capturing someone at work, shadow the subject and capture authentic moments that feel real.

It is important to understand that the UCSF photo library is designed to work across the entire enterprise and should work together. Balanced compositions with symmetrical qualities allow different types of photography to work and complement one another. Avoid extreme angles when possible. A concentrated depth of field that focuses on the subject and not the surroundings is also important to consider.

With the new visual system and the ability to use multiple images to tell a story, it is no longer critical to capture a whole story in one shot. It is critical to focus on the subject matter and allow ample areas where the eye can rest to help balance compositions.
Incorrect Usage

- Don’t use images with clichéd points of view
- Don’t use props out of context
- Don’t use somber or overly serious images
- Don’t use images shot from extreme angles
- Don’t use images with special effects
- Don’t use artificially colorized images
- Don’t use clichéd metaphorical imagery
- Don’t create illustrations from photography
Editorial Expressions paired with other elements of our visual system generate an emotional pull and highlight key themes in our brand story and communications.

The examples to the right combine two actions: the first action serves as a catalyst, triggering the next action. Each action is punctuated with a period to complete each thought. Together the expression captures the cascading impact of UCSF’s work.

Editorial expressions are not intended for use in every communications piece. Consider the target audience carefully and assess if an editorial expression will enhance the power of the message.

Creating Editorial Expressions
Editorial expressions should not be altered or created by anyone other than University Relations. The following eight (8) editorial expressions are approved for internal and external use across all of UCSF. Should you need additional editorial expressions to better address your specific communication needs, please contact University Relations.
Editorial Expression

Application

Editorial expressions should always be set in Granjon. Use Granjon Roman for the first line of action. Use Granjon italic for the second line of action. Punctuate each action with a period to complete the expression. When placing an expression on white, use color to differentiate the two words.

<table>
<thead>
<tr>
<th>TYPOGRAPHY</th>
<th>USE WITH PHOTOGRAPHY</th>
<th>USE WITH COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dream.</td>
<td>do.</td>
<td>Imagine.</td>
</tr>
<tr>
<td>Teach.</td>
<td>inspire.</td>
<td>create.</td>
</tr>
</tbody>
</table>

When using an editorial expression with photography, set type in white to contrast against darker areas of an image. To ensure legibility, place editorial expressions in areas with less activity to provide more contrast. Only set an editorial expression in two colors against photography when there are white or light areas.

When setting editorial expression against color backgrounds, only set type in white against colors that provide enough contrast.
The graphic expression creates a collaborative story about UCSF, where each person contributes to the collective promise. Each of our stories are unique, but together these stories create the power of UCSF.

The following pages show how to develop a graphic expression and use it in different layouts.
A sample graphic form can be built by combining a number of squares or rectangular boxes together into a collage. Asymmetrical alignments add to the unique dynamic quality of the form. Consider some alignment to a grid.

Once the graphic form has been developed, place photos or solid color within it. This creates a graphic expression. When pairing photos, consider images that complement one another in terms of color, symmetry, composition, scale and contrast.
3. CROPS WITHIN SAMPLE GRAPHIC EXPRESSION

Once an expression is built, use the expression as is or to crop into selective areas for a more focused version of the expression.

4. LAYOUTS BASED ON CROPS

These cropped versions of the expression begin to extend the expression into focused areas that look and feel like it is connected to a larger whole. Simply add a brand logo lock-up or logo expression to complete the layout.
Creating a large graphic expression can yield many different usable application formats. Simply select areas of focus that best tell a story and crop accordingly.

In the example above, a select crop from the expression can work within a half-page brochure or newsletter. Depending on how it is scaled and cropped, the graphic expression is highly flexible to adapt to most applications.
3. ADJUST CROP TO SUIT APPLICATION NEEDS

For applications that have more information and copy, use the graphic expression minimally. The expression can be simple or more dynamic depending on the crop.

For applications that need more expression, show more of the expression by expanding the crop or scaling the art proportionally.
Graphic Expression

Sample Layouts with Copy

4. ADD GRID TO PROVIDE STRUCTURE FOR CONTENT

Add headline and body copy by applying a two- or three-column grid to the layout. Place the logo and logotype to complete the layout.

Use the same grid to find areas to align the graphic expression with the logo or logo expression. As a general rule, using a grid helps create cleaner and more visually balanced designs.
5. USE MARGINS AND WHITE SPACE WITH A GRID

Highlighted above are two- and three-column grids. As a general rule, using a grid helps create cleaner and more visually balanced designs.

When building any grid, it is important to create margins and leave white space between elements to give the design ample breathing room. Follow instructions on the following page on how to build grids appropriate for the layout application.
Graphic Expression

Vertical Grid Formation

MAKING A VERTICAL GRID

— A 2-column grid is created by dividing the page area in half.
— The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
— The space between each column is known as a gutter.
— A gutter divides each column to allow ample space between columns of type.

— A 3-column grid is created by dividing the page area in equal thirds.
— The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
— The space between each column is known as a gutter.
— A gutter divides each column to allow ample space between columns of type.

— Align content, imagery, logo lock-ups, etc. to horizontal gridlines.
— The amount of gridlines used can vary to best suit the desired layout.
— Aligning elements to these gridlines creates an underlying relationship from one element to the next, enhancing the overall unity.
— Further sub-dividing columns and rows offers more options for alignment.

— This highlighted area is known as the margin.
— As a rule of thumb, always avoid placing text and logo lock-ups in the margin.
— Best practices dictate to keep the margin size between a quarter of an inch and half an inch.
Horizontal Grid Formation

**MAKING A HORIZONTAL GRID**

- A 2-column grid is created by dividing the page area in half.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.

- A 3-column grid is created by dividing the page area in equal thirds.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.

- Align content, imagery, logo lock-ups, etc. to horizontal gridlines.
- The amount of gridlines used can vary to best suit the desired layout.
- Aligning elements to these gridlines creates an underlying relationship from one element to the next, enhancing the overall unity.
- Further sub-dividing columns and rows offers more options for alignment.

- This highlighted area is known as the margin.
- As a rule of thumb, always avoid placing text and logo lock-ups in the margin.
- Best practices dictate to keep the margin size between a quarter of an inch and half an inch.
Our graphic expression offers many different ways to build a story using horizontal forms, from simple two graphic configurations to multi-graphic configurations.

Sample graphic configurations are supplied to help craft each photographic story, and can also be customized based off the examples shown to the right.
Sample Horizontal Configurations

2-GRAPHIC CONFIGURATION

| PHOTO OR COLOR CAN GO HERE | BIG TYPE CAN GO HERE |

3-GRAPHIC CONFIGURATION

| THESE 2 BOXES SHOULD HAVE SIGNIFICANT CONTRAST | NARROW CROPS LIKE THIS SHOULD BE RESERVED FOR COLOR OR SCIENTIFIC TEXTURES |

| IF 2 PHOTOS ARE USED, THEY SHOULD HAVE SIGNIFICANT CONTRAST | NARROW CROPS LIKE THIS SHOULD BE RESERVED FOR COLOR OR SCIENTIFIC TEXTURES | TYPE CAN GO HERE |

Section 2 | Visual System | Graphic Expression
Graphic Expression
Sample Horizontal Configurations

4-GRAPHIC CONFIGURATION

- **Type**
  - **Headline**
  - Type can go here
  - Should have significant contrast

- **Logo Expression or Color**
  - Logo expression or color can go here
  - Always use color or texture in narrow crops

MULTI-GRAPHIC CONFIGURATION

- **Color or Short Message**
  - Color or short message can go here

Section 2 | Visual System | Graphic Expression
Graphic Expression
Sample Vertical Configurations

Our graphic expression offers many different ways to build a story using vertical forms, from simple two graphic configurations to multi-graphic configurations.

Sample graphic configurations are supplied to help craft each photographic story, and can also be customized based off the examples shown to the right.
Graphic Expression

Sample Vertical Configurations

2-GRAphIC CONFIGURATION

PHOTO OR COLOR CAN GO HERE

THESE 2 BOXES SHOULD HAVE SIGNIFICANT CONTRAST

TYPE CAN GO HERE

3-GRAphIC CONFIGURATION

IF 2 PHOTOS ARE USED, THEY SHOULD HAVE SIGNIFICANT CONTRAST

TYPE CAN GO HERE

TYPE CAN GO HERE
Graphic Expression
Sample Vertical Configurations

4-GRAPHIC CONFIGURATION

- Type can go here
- Should have significant contrast

MULTI-GRAPHIC CONFIGURATION

- Logo expression or color can go here
- Always use color or texture in narrow crops
- Color or short message can go here
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, editorial expressions and graphic expression systems work together to create an emotional connection to the UCSF brand.
The UCSF brand is expressed across a range of applications, including, but not limited to the website, social media channels and business systems. The following section provides an overview of how to implement the UCSF visual system for each application to create consistency and build a strong connection to the UCSF brand.
Website

Overview

Each UCSF website provides an opportunity to make a strong impression on our audiences. The following pages detail best practices to create consistency across UCSF websites.

As the most visible representation of our brand, the family of UCSF logo lock-ups is an important component to creating a consistent web presence across the entire enterprise. All logo lock-ups are created by UCSF Document and Media. No other logos are permitted on UCSF websites.

Note

All UCSF logo lock-ups are created by Documents and Media. In your logo package, you will receive a web-only logo that meets the maximum width requirement on UCSF websites.
Website
Building Consistency

The web banner and main navigation on a webpage should be consistently used to maintain a strong UCSF brand impression. The main splash area is an opportunity to communicate the purpose of the website while maintaining the group’s association with UCSF.

This sample layout for a campus sub-brand shows where logo lock-up, type and navigation should be consistently placed. Other branded areas use color, photography and graphic expression to showcase the purpose of the website while maintaining its association with UCSF. Helvetica Neue Roman is recommended for UCSF websites. If you are unable to access or purchase webfonts, Arial should be used as a substitute.
In most cases, the web banner should feature the full text, “University of California San Francisco.” This will help to avoid redundancy with the UCSF logo lock-ups appearing in the main navigation and create optimal clarity and legibility. In cases where the webpage does not include a UCSF logo, the web banner should include both the UCSF logo and “University of California San Francisco” text. Web banner, including links, cannot be modified in any way.

Source code for UCSF web banners can be downloaded at [identity.ucsf.edu/website](https://identity.ucsf.edu/website) in accessibility-approved digital colors.
Logo lock-ups should be presented consistently across all UCSF websites.

All logos must be approved by University Relations and created by Documents and Media or another designee. No other logos should be created.

When you receive the folder of logo lock-ups from Documents and Media, a "web only" file is included that is double the maximum logo lock-up size requirement (332 PX). This logo should be used on your website to ensure consistent application.

The main navigation menu should not exceed 7 items in total to ensure adequate spacing. Links should be set in Helvetica Neue or Arial at 16 PX.

The recommended height of the main navigation is 130 pixels. This height should accommodate placement of most logo lock-ups.

WEB ONLY LOGO LOCK-UP FILES ARE 332 PX WIDE. IF YOUR DEPARTMENT LOGO LOCK-UP IS LESS THAN 332 PX, WHITE SPACE IS ADDED TO THE FILE TO EQUAL 332 PX.

-NAVIGATION SHOULD NOT EXCEED 7 LINKS
-RECOMMENDED 66 PX WHITE SPACE BETWEEN MENU ITEMS

HELVELTICA NEUE OR ARIAL, 16 PX

IN VERY RARE INSTANCES, A LOGO MIGHT BE TOO LONG OR TALL TO FIT REQUIREMENTS. CONTACT IDENTITY@UCSF.EDU WITH QUESTIONS.
If you are a campus department that is part of an umbrella entity, use the “web only” version logo lock-up for your department website. When using a campus logo lock-up with entity, the campus department name may occupy a minimum of one line and a maximum of three lines. Please refer to the previous page for guidance on sizing and placement within the main navigation.

### Logo Resources
Visit [identity.ucsf.edu](http://identity.ucsf.edu) for more information on how to request a logo. Documents and Media will create “WEB ONLY” versions of logo lock-ups in PNG and JPG. For questions about web templates and using your logo lock-up on websites, go to [websites.ucsf.edu](http://websites.ucsf.edu).
Use the following logo sizing recommendations to determine logo lock-up sizing and breaks for responsive application within devices.

The height of the main navigation across all devices is variable depending on the height of campus logo lock-up with entity tier line. The main navigation height should be adjusted to accommodate the height of the logo with appropriate clear space above and below the logo lock-up.
For sites without a sub-brand logo lock-up (i.e., administrative departments, offices), use the web banner that features the UCSF logo alongside the logotype. Only sites without a sub-brand logo lock-up should use the logo within the web banner.

Website Fonts
Web font on UCSF websites should be Helvetica Neue Roman. If you are unable to access or purchase webfonts, Arial should be used as a substitute.
Social Media

Overview

Social media is a powerful vehicle through which UCSF connects with our audiences, listens, and disseminates relevant news to the community.

Navigating the world of social media can be confusing with constant changes in platforms, technologies and communities. While we want UCSF faculty, staff and students to actively engage through social media, each of us need to understand the risks involved in using social media, and follow best practices to ensure proper use.

A consistent visual presence will elevate the UCSF voice on social media. Using the guidelines on the following pages will help us develop a strong presence on social media and more actively engage with our audiences.

Please note that as a member of the UCSF community, everyone must also abide by UCSF policies and guidelines, including, Campus Administrative Policies, the Campus Code of Conduct, Local and Campus Policies, and UCSF Social Media Guidelines.
The recommendation for profile naming should reflect the name on the logo lock-up. For example, use UCSF Medical Center or UCSF School of Medicine. When character limitations prevent using the full name, abbreviate. Avoid using acronyms as these may be unfamiliar to new audiences.

It is important for all UCSF groups to use “UCSF” when naming social media accounts. Using UCSF in the profile name will improve rankings when people search UCSF in social media.

Resources
Please refer to the social media guidelines located at identity.ucsf.edu for information on representing UCSF in social media.
Social Media
Avatars

“Avatar” is another name for profile picture. These images appear in multiple small sizes and often share a standard square proportion. Social media avatars will consistently appear with the official page or profile name. The avatar should be the same graphic asset used across all social media platforms you own.

The use of the UCSF logo in social media avatars is reserved for a limited number of official UCSF groups including the master brand, primary clinical entities and schools. All other departments and groups should use iconic and identifiable photographs.

The examples to the right illustrate the range of display sizes for avatars across social media sites.

Resources
Detailed guidelines about setting up social media sites can be downloaded at: identity.UCSF.edu
Social Media

Cover Photo Imagery

Each sub-brand can choose its own banner/cover photo images for its social media sites. Select a single image or a composite of no more than three images. Images chosen for the cover photo should follow the guidelines in the photography section (pg. 124) and any layout considerations should conform to the graphic expression section (pg. 136) of this guideline.

The following pages show examples of how all elements (avatar, naming convention and banner imagery) come together to create a cohesive social media experience consistent across the enterprise.

Resources
For more information on creating composite banner images, go to identity.ucsf.edu.
Social Media

Consistency Across One Social Media Platform

The navy blue avatar is paired with a complementary banner image and proper naming convention to create a consistent UCSF master brand impression.

The light blue avatar is paired with a complementary banner image and proper naming convention to create a consistent UCSF Medical Center impression.

The orange avatar is paired with a complementary banner image and elements from the brand system, as well as proper naming convention to create a consistent UCSF Benioff Children’s Hospital impression.
Social Media
Consistency Across Multiple Social Media Platforms

Avatar images, both large and small visible here, generally appear with the official page name. The images that appear in the banner should follow the guidelines laid out in the photography section of this guide. Whenever possible, photographs used in the news-feed should reflect these guidelines as well.

Please refer to the graphic expression and photography sections of this guideline for creating composite banner images.

The same avatar assets should be used for all social media channels. Please refer to the social media guidelines located on identity.ucsf.edu for more information on how to represent UCSF in social media.
Logo expressions and photographs are the two styles of avatar that can be used across UCSF social media platforms.

The avatar with logo expression is a social media solution reserved for a limited number of official UCSF groups. Schools and other approved units can implement the avatar with the logo expression. Groups without access to UCSF logo avatars can set up photographic avatars for social media sites.

The following pages offer guidance on usage for each style of avatar.

**Resources**

Detailed guidelines about setting up social media sites can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu)
The logo expression avatar is a social media solution for a limited number of official UCSF groups. UCSF master brand, UCSF Medical Center and UCSF Benioff Children’s Hospital will use the colors designated on the top right. These colors are not to be shared by other entities.

Schools and other approved units can use the logo expression in any of the colors in the master palette, shown on the bottom right.

Resources
Please refer to the master color palettes and specification (pg. 105) for correct RGB builds of the colors shown. Please contact University Relations to inquire about getting an existing social media asset. Please refer to the social media guidelines located at identity.ucsf.edu for information on representing UCSF in social media.
Most UCSF sub-brands, including departments, will use photographic avatars to identify with their audiences. Photographs can be selected and implemented based on the guidance outlined on the following pages. Images used for photo avatars will fall into one of two categories as outlined here: iconic or textural.

The criteria for photo avatars should follow the brand photography guidelines outlined on pg. 124 of this guide. Additionally, the images should not be complicated or busy and should work in a small format. Photo avatars should avoid using text that can become illegible in mobile iterations. Images should represent the sub-brand in the work it does and people it serves.

In choosing imagery for your iconic or textural photo avatar, please consider UCSF’s three photographic pillars (emotion, environment, science) and the feelings they are meant to evoke.

Resources
We encourage you to choose an image that is unique to your group, however, we have a developed a small library of brand-approved avatars that can be found at identity.ucsf.edu.
Social Media

Photographic Avatars — Iconic Images

Iconic images offer a powerful way to identify with an audience. These images should identify UCSF sub-brands in a prominent way. Iconic images should be clean and have minimal detail so they are easy to identify, even in a small size. Appropriate iconic images include photos of buildings, processes, equipment and landmarks that help create a connection to UCSF.

The images shown on this page are good examples of iconic imagery that convey the photographic descriptions described on pg. 124 of the guidelines.

The following page will address how to crop the image to fit within the prescribed dimensions for social media avatars.

Resources
Visit identity.ucsf.edu to access the small library of brand-approved avatars.
Departments and other groups will use photo avatars without the UCSF logo. The images should be iconic and identifiable, promoting an emotional connection to the intended audience.

Social media avatar cropping is often square. Once you’ve selected an image that clearly identifies your entity, determine a focus area of the photo. Crop the image so the focus area provides context to your entity.

It is recommended to use images that are not in the UCSF photo library and that are not frequently used in the brand expression. However, it is important that images are consistent with the guidelines laid out in the photography section, and cleared of all usage licensing requirements.

Resources
Detailed guidelines about setting up social media sites can be downloaded at: identity.UCSF.edu
Textural images are also recommended for social media avatars. These photographs should identify UCSF in a more conceptual way than the iconic images. Technically, these images contain a lot of visual detail that help create a contextual impression rather than a literal representation. Appropriate textural images include photos of architectural details, microscopic details and aerial photography that help create a connection to UCSF.

The images shown on this page are good examples of textural imagery that convey the photographic descriptions described on pg. 124 of the guidelines.

The following page will address how to crop the image to fit within the prescribed dimensions for social media avatars.

Resources
Visit identity.UCSF.edu to access the small library of brand-approved avatars.
Social Media

Photographic Avatars — Textural Image Cropping

The social media avatar cropping is often square. When using textural imagery, be sure to crop in close so the details within a texture can scale within applications and devices.

It is recommended to use images that are not from the UCSF photo library and that are not frequently used in the brand expression. However, it is important that images are consistent with the guidelines laid out in the photography section, and clear of all usage licensing requirements.

Resources
Detailed guidelines about setting up social media sites can be downloaded at: identity.ucsf.edu
Incorrect Avatar Usage

- Don't change scale of logo
- Don't move logo within box
- Don't add text within box
- Don't use signature within box
- Don't use tints or interactive formulas within box
- Don't use gradients
- Don't change color of logo within box
- Don't create borders within box
- Don't create shapes on images within box
- Don't use more than one photograph
- Don't overlay logo on photography
- Don't use portraits
The business system is the most widely used communications tool at UCSF. It is a formal representation of the brand used for both internal and external audiences. Each component of the business system (individually and as a whole) supports the impression of a coherent visual identity for the institution. Consistent use demonstrates that each entity and sub-brand values its affiliation with the UCSF master brand.

The business system is printed using the primary and secondary palettes. All pieces in the system incorporate the master brand signature in the primary navy blue. To infuse vibrancy and emotion, the broader colors form the remaining primary and secondary palettes have been applied to the backs of the business cards.

Note
To order stationery, please contact Documents & Media: tiny.UCSF.edu/cards
All business cards are printed in navy blue ink and accompanied by a light gray UCSF seal. The layout allows five (5) lines for titles and departments. Address and contact information is laid out in the right column, followed by additional information, such as social and web links. A line break allows content to align to the top of the seal. Whenever possible, group related content types, such as telephone and fax above or below the line break.

In cases where faculty or staff have more information than a standard business card can accommodate, the seal can be eliminated, allowing for up to nine (9) lines for titles and departments.

All backs of the business cards feature six colors from the primary and secondary palettes (navy, light blue, orange, green, teal and purple). On each color, the master brand tagline signature will knock out to white. The vibrant color usage reflects the diversity and energy of UCSF.
Letterhead is designed with the master brand signature printed in the primary navy blue in the upper, left corner in order to maintain the formal connection that each sub-brand has to the organization. The seal also maintains a consistent footprint in the bottom, left corner. Sub-brand naming will be typeset in bold underneath the master brand signature followed by department name, office and/or contact information, printed in the primary navy blue to match the master brand signature.
Envelopes are designed with the master brand signature printed in the primary navy blue in the upper, left corner in order to maintain the formal connection that each sub-brand has to the organization. The sub-brand name and return address will print in bold below the master brand signature in the primary navy blue. The seal is printed in the bottom, left corner in light gray.

Note
To order stationery, please contact Documents & Media:
tiny.UCSF.edu/cards

EXAMPLE
Business System
Clinical and Entity

UCSF Medical Center, UCSF Benioff Children's Hospitals and UCSF entity business systems mirror the approach used within the UCSF master brand business system.
USE OF SEAL

The University of California seal represents more official, formal UCSF communications. Toward this purpose, the lead use of the seal is in the business system. The seal is used on its own, rather than coupled with the master brand signature.

The seal maintains a consistent footprint throughout the business system, in the bottom, left corner.

The seal will consistently print in light gray on letterhead, envelopes and mailing labels.
Business System

Additional Materials

Note
Some additional materials are available through Documents and Media.

Note
Name tag templates with logo variations can be downloaded at: identity.ucsf.edu
Business System

Email Signature Options

### Specifications

**Type** is 10 pt Arial

**Name** is bold

— Line space after title, department / division

— University of California, San Francisco is in bold

— Place logo art at designated size (width of UCSF logo is 67 pixels wide)

— Include rule underneath logo allowing for clear space

— All social media links will go underneath the logo art

— Signature information and logo are 100% black

---

**Specifications**

— Type is 10 pt Arial

— Name is bold

— Line space after title, department / division

— University of California, San Francisco is in bold

— Clinical/Entity name under University of California, San Francisco in regular

— 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 min size of 260 pixels wide (refer to pg. 45)

— Include rule underneath logo allowing for clear space

— All social media links go underneath the logo lock-up art

— Signature information and logo lock-up are 100% black (except UCSF Benioff Children’s Hospital logo)

---

**Specifications**

— Type is 10 pt Arial

— Name is bold

— No logo lock-up in the signature

— Line space after title, department / division

— UCSF location is in bold

— Line space after location information

— All social media links will go underneath signature information

— Signature information is 100% black
UCSF collateral encompasses many print materials, including brochures, newsletters and posters. The following section shows how the visual system, including the grid, type, color and imagery, work together to create compelling materials that generate a strong brand impression.
EXAMPLES OF BROCHURES (SAMPLE COVERS)

UCSF Hospitals
at a glance

UCSF Medical Center and UCSF Benioff Children's Hospital are recognized throughout the world for innovative treatments, advanced technology, collaboration among clinicians and scientists, and a highly compassionate team of patient care providers.

Global Oral Health Symposium

Neurology

UCSF Health
Each year, 94% of the nearly 44,000 Americans who receive a diagnosis of pancreatic cancer will die from the disease within five years. We still lack reliable early detection or effective treatment—and pancreatic cancer remains on track to become the country’s second leading cancer killer, perhaps by as early as next year.

Yet other facts give us reason for hope. More patients are living longer. Some novel treatments are showing promise. Our understanding of how the disease develops is growing fast.

Perhaps our most powerful weapon for leveraging these developments is something called “team science.” It may sound like a description of a high school competition, but the concept reflects a mature realization that creative collaborations are our best hope for accelerating and refining our research efforts.

At the UCSF Pancreas Center, the concept has already catalyzed some exciting projects and made clear, once again, the extraordinary value of a center like ours.

Continued on next page
EXAMPLES OF NEWSLETTERS (SAMPLE INTERIOR PAGES)

The New Frontier

Beating Cancer, Saving Sight

Most ocular melanomas arise inside the eye, with a tiny minority developing from the iris. This is called iris melanoma. The iris melanoma at UCSF is a dermato-oncology service that offers comprehensive care to patients with melanomas of the skin, eye, and other parts of the body. The team at UCSF is dedicated to providing the best possible care to patients and their families. The New Frontier in Ocular Melanoma Services is also a pioneer in the use of the therapy. In the center and the UCSF Cancer Center.

Do you need a second opinion?

Second opinions are often a difficult decision. For many, the process can be stressful and time-consuming. However, a second opinion can be a crucial step in making informed decisions about your health. It can provide a second perspective on your condition, treatment options, and overall prognosis. Here are some key considerations when deciding whether to seek a second opinion:

- Why do you need a second opinion?
- Do you have any specific concerns about your initial diagnosis or treatment plan?
- Are you seeking a second opinion for a second opinion's sake?
- Have you gotten a second opinion on your medical condition?
- How do you feel about the name recognition of the doctor or hospital you are considering?
- What are some factors to consider when choosing a second opinion provider?
- Are your symptoms consistent with the diagnostic information you have?
- Are you seeking a second opinion for a second opinion's sake?
- Have you gotten a second opinion on your medical condition?
- How do you feel about the name recognition of the doctor or hospital you are considering?
- What are some factors to consider when choosing a second opinion provider?
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- Are your symptoms consistent with the diagnostic information you have?
- Are you seeking a second opinion for a second opinion's sake?
- Have you gotten a second opinion on your medical condition?
- How do you feel about the name recognition of the doctor or hospital you are considering?
- What are some factors to consider when choosing a second opinion provider?
- Are your symptoms consistent with the diagnostic information you have?
- Are you seeking a second opinion for a second opinion's sake?
EXAMPLES OF POSTERS

We are UCSF. Curious, creative, driven to make a difference.

Templates
Poster templates are available for download at: identity.ucsf.edu
EXAMPLES OF POSTERS

Templates
Poster templates are available for download at: identity.ucsf.edu
It is important to establish a consistent impression with our audiences. This will allow them to recognize and value the full power and promise of UCSF. The PowerPoint templates offer title slide color variations that are derived from our color palette (see pg. 105). Since PowerPoint presentations are often shared among users who do not have our brand fonts, our PowerPoint templates are built with Arial and Garamond, which are universal fonts.

For users presenting on computers with brand fonts, or converting to PDF, templates with Helvetica Neue and Granjon are available by request. Contact University Relations for further information.

PowerPoint Resources
PowerPoint templates can be downloaded at: identity.UCSF.edu
Two variations of the title slide can be used: full bleed color (shown above) or photographic (right) background. Campus or clinical logo lock-ups can also be used within the template and should be placed in the position of the master brand signature. If multiple sub-brands or external partners need to be represented together, see pg. 73 for further detail.

Our PowerPoint templates are built with a few photographic background title slide options. It is also possible to customize the title slide by adding a different image. Please see the following page for further detail.
The PowerPoint system is flexible enough to create various unique impressions. Background imagery can be customized to evoke a sense of destination and connection with the UCSF voice. Refer to pg. 124 for guidance on our photography pillars and style. The title slide color can be selected from the UCSF color palette (see pg. 105 for color specifications).

When selecting background imagery and title slide color, select imagery with colors that complement the title slide color. The examples shown on the right feature background imagery with color that complements each color from the brand palette.

Textural images work well as PowerPoint backgrounds. These photographs can identify UCSF in a more conceptual way, or an iconic way. When introducing images that are more contextual to the presentation, make sure the images is cropped in a way that works with the title slide.

**Note**
PowerPoint templates include instructions on how to make these adjustments and can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu). As PowerPoint documents are often printed, the color usage within the templates follows the master color palette formulas. See also the color usage reference grid on pg. 113.
PowerPoint slides are available with either white or navy footers (shown here). It is recommended to use only one footer style throughout a presentation.

All slides are also available with both dark and light backgrounds. Consider the audience and environment when choosing slide versions. For instance, dark backgrounds may work well for conference presentations, but are not ideal for corporate or printing purposes.
To help our audiences remember the power and promise of UCSF, the template includes various closing slides. These slides can either provide a place for language that highlights UCSF’s impact and brand positioning or provide a strong photographic impression. By featuring an impactful closing slide, we can consistently build awareness for UCSF.

Photography Resources
Visit identity.UCSF.edu to access the UCSF photo library and approved brand photography.
Our PowerPoint template has been built in two aspect ratios, 16:9 and 4:3. Before the development of a PowerPoint presentation, identify the appropriate display format of the presentation venue. This will ensure the best visual experience of the information and the UCSF brand, while protecting content from compression or distortion.
Co-Branding

If developing a joint presentation with an external partner, follow the external partners PowerPoint template and co-branding guidelines (see pg. 74). If developing a presentation with two or more internal partners, feature the master brand signature with the sub-brand department names in Arial text. Follow the internal partners lock-up guideline (see pg. 73).
Apparel and Merchandise

Overview

The following pages showcase examples of how our visual system can come to life within UCSF branded apparel and merchandise. A selection of UCSF branded merchandise is available through Campus Life Services.

When creating branded merchandising, each product often has unique specification requirements. Contact University Relations for support prior to placing custom merchandise orders.
Apparel and Merchandise

Official Apparel

When applying logos on official apparel, logo sizing may be dependant 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. The size of the UCSF logo within logo lock-ups should scale within .75" to 1" width.

When applying names and titles to official apparel, consult your apparel vendors about font availability. Where applicable, use Granjon as primary font for name and title. Names and titles should always be embroidered in either a serif or script font.

Note
All clinical lab coats and official apparel must be approved by the UCSF Health Marketing team and University Relations. Any other non-clinical official apparel must be reviewed and approved by University Relations prior to production.
Apparel and Merchandise

Apparel

EXAMPLES
Apparel and Merchandise

Merchandise

EXAMPLES
Display or environmental signage is another important element of the UCSF identity system. Effectively branded displays provide an important opportunity to make a positive impression on both internal and external audiences. Consistent application of our visual system in environmental applications helps reinforce our identity and raise visibility for the institution.

The UCSF Signage Standards Manual and Donor Signage Guidelines have been created by UCSF Facilities Management to build signage consistency across UCSF campuses. For more information on application of the signage guidelines, contact UCSF Facilities Management.

**Signage Resources**
Visit [identity.ucsf.edu](http://identity.ucsf.edu) for a link to the UCSF signage guidelines.
Section 4

Brand Support

The brand guidelines detail the full set of tools and practices for implementing the UCSF brand consistently across a range of touchpoints. To make the most of these guidelines, we have put together a series of resources to support your brand efforts.
The brand portal provides access to many of the tools that will help you implement the brand system. As a complement to these guidelines, the portal serves as a central repository where you can download select logos, templates and associated files referenced herein. The most current information about the UCSF brand identity is available on the portal. This PDF document is updated periodically.

To access the portal, go to identity.ucsf.edu. The site is conveniently organized to mirror the brand guidelines. While most assets are available for public download, some will require that you login with your UCSF credentials.

If you are having trouble accessing any of the assets available on the brand portal, please contact University Relations.

Need Help?
If you have questions or need further support after visiting the brand portal, contact University Relations at identity@ucsf.edu.
<table>
<thead>
<tr>
<th>A</th>
<th>Abstract</th>
<th>B</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A photograph or work of art that does not depict a person, place or thing in the natural world.</td>
<td></td>
<td>Harmony of design and proportion.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accent (Color)</td>
<td></td>
<td>Bitmap</td>
</tr>
<tr>
<td></td>
<td>A color or colors that are used to emphasize a particular area of a composition.</td>
<td></td>
<td>An image consisting of rows and columns of pixels in computer memory. Also called a raster image. Bitmap file formats include BMP, GIF, JPEG, PSD, PICT and TIFF.</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td></td>
<td>Alignment</td>
<td></td>
<td>Bleed</td>
</tr>
<tr>
<td></td>
<td>The positioning of text or objects within the composition. Type alignment can be flush left, flush right, justified or centered.</td>
<td></td>
<td>A printing term that refers to printing that goes beyond the edge of the sheet before trimming. Bleed ensures that no unprinted edges occur in the final trimmed document.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Application</td>
<td></td>
<td>Body Copy</td>
</tr>
<tr>
<td></td>
<td>The action of putting something into operation.</td>
<td></td>
<td>The main body of text in a publication.</td>
</tr>
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<tr>
<td></td>
<td>Aspect Ratio</td>
<td></td>
<td>Brand</td>
</tr>
<tr>
<td></td>
<td>The description of the proportional relationship of the width and height.</td>
<td></td>
<td>A brand is a mixture of attributes, tangible and intangible, symbolized in a trademark, which, if managed properly, creates value and influence.</td>
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<tr>
<td></td>
<td>Asset</td>
<td></td>
<td>Branded Area</td>
</tr>
<tr>
<td></td>
<td>Any aspect of a brand that has strategic value — e.g., visual symbols, slogans, sounds, photos, mascots, etc.</td>
<td></td>
<td>A designed area that helps create a strong UCSF brand impression.</td>
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<tr>
<td></td>
<td>Audience</td>
<td></td>
<td>Brand Elements</td>
</tr>
<tr>
<td></td>
<td>A particular group at which the brand message is aimed.</td>
<td></td>
<td>A single asset that is used in combination with other elements to create a brand impression.</td>
</tr>
</tbody>
</table>

**B cont.**

|   | Brand Identity            |
|   | The visible elements (such as colors, design, logotype, name, symbol) that identify and distinguish the UCSF brand. |

|   | Brand Portal              |
|   | A central online destination that organizes assets and information for use by the enterprise, vendors and partners. |

|   | Brand Strategy            |
|   | A plan that helps differentiate and establish a consistent UCSF story. |

|   | Brand System              |
|   | A structured strategy for how the enterprise can work systematically in order to make the most of the value in the brand. |

<table>
<thead>
<tr>
<th>C</th>
<th>Campus</th>
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<tbody>
<tr>
<td></td>
<td>The departments within UCSF that identify themselves as part of the University.</td>
</tr>
</tbody>
</table>

|   | Campus Lock-Up            |
|   | The UCSF logo combined with the name of an academic entity, such as a school or department, that reinforces the master UCSF brand and provides prominence to academic entity. |
Glossary

**Caps**
Type in all uppercase characters.

**Captions**
A title, brief explanation or comment accompanying an article or photograph.

**Charts**
A sheet of information in the form of a table, graph or diagram.

**Clear Space**
The defined area around a logo or signature that is free of other elements. Clear space makes the logo or signature easier to distinguish, ensures maximum legibility and reinforces its importance.

**Clinical**
Departments within UCSF that provide clinical services to patients, many of which identify themselves as part of the UCSF Medical Center and UCSF Benioff Children’s Hospital.

**Clinical Logo Lock-up**
The UCSF logo combined with the name of a clinical entity.

**CMYK**
The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself.

**Co-Branding**
Representing two or more brands in the same composition.

**Cohesive Element**
An element that is unified and balanced with surrounding elements through scale, color, shape or position.

**Collateral**
Materials used to present information about a department, product or service.

**Color**
Visual appearance of hue, lightness and saturation.

**Configuration**
An arrangement of elements in a particular form, figure or combination.

**Consistency**
Creating visual unity in order to reinforce a brand.

**Contrast**

**Copy**
Areas of text.

**Cover**
A binding or case for a book or the analogous part of a magazine.

**Crop**
The removal of the outer parts of an image to improve framing, accentuate subject matter or change aspect ratio.

**Descriptor**
The non-proprietary words which define a brand's category.

**Differentiator**
Any tangible or intangible characteristic that can be used to distinguish a brand from competitive offerings.

**Distort**
To change the form of an object, i.e. to pull or twist out of shape.

**DPI**
An abbreviation for dots per inch. Refers to the resolution at which a device, such as a monitor or printer, can display text and graphics. High dpi settings produce prints with fine detail.

**Drop Shadows**
A visual effect that simulates the shadow of an object, giving the impression that it is raised above a surface or plane.
Glossary

E  Editorial Expression
Key phrases or words that can be paired with other elements of the system to generate an emotional pull to the UCSF brand.

Effects
A stylized change to an element.

Element
A part or aspect of something that conveys information.

Embed
A file not created in the program that is placed into the program. For example, when using a word processor program, a movie clip pasted into a document is considered an embedded object.

Entity
A group or team that works together.

EPS
Encapsulated PostScript. A file format used to save images that will be used in illustration and page-layout programs.

Equal Partner
A term used to describe a co-sponsor that has contributed the same degree of sponsorship.

External Partner
A brand, that is not a UCSF entity, that partners with UCSF for a specific cause.

F  File Formats
A standard way that information is encoded for storage in a computer file.

Flush Left
Text that is aligned on the left margin is said to be set flush left. If the same text is not aligned on the right margin, it is said to be set flush left, ragged right.

Flush Right
Text that is aligned on the right margin is said to be set flush right. If the same text is not aligned on the left margin, it is said to be set flush right, ragged left.

Focal Point
The part of the design that is most emphasized. Many adjustments can be made to accentuate any element in a design such as shape, position, size, color, value, direction and even texture.

Folios
A page number, running header or footer in a printed or digital document.

Font
A set of letters, numbers, punctuation marks and symbols that share a common weight, width and style. An example is Helvetica Neue Light.

G  Gradient
Any of several methods for achieving a smooth transition between two adjacent colors.

Graphic System
The set of principles and procedures in which branded elements can be used or assembled. The graphic system allows for cohesive messaging across the brand.

Grid
A structure made up of a series of intersecting straight or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner.

Guidelines
A document that articulates the parameters of the brand for those creating materials. Typically includes a standardized set of brand-building tools for proper usage of brand identity assets.

H  Header
See Headline.

Heading
See Headline.
Glossary

H cont. Headline
The short lines of emphasized text that introduce detail information in the body text that follows.

Hexadecimal
CSS colors are defined using a hexadecimal (hex) notation for the combination of Red, Green and Blue color values (RGB).

Hierarchy
Hierarchy is the order in which the human eye perceives what it sees. This order is created by the visual contrast between forms in a field of perception.

HTML
Hypertext Markup Language, a standardized system for tagging text files to achieve font, color, graphic and hyperlink effects on web pages.

I Identity
The outward expression of the brand, including its name and visual appearance. See Brand Identity.

Identity System
The system in which visual elements are applied to create a consistent voice and look that is unmistakably UCSF.

I cont. Illustration
A picture or diagram that helps make something clear or attractive.

Imagery
Pictures or photographs.

Internal Partner
Two or more clinical or campus entities partnering together for a specific cause.

J JPEG
JPEG is the format generally used to share photographs over the web.

K Kerning
The adjustment of horizontal space between individual characters in a line of text. The objective of kerning is to create visually equal spaces between all letters so that the eye can move smoothly along the text.

Knock Out
The technique of printing white or light-colored text on a black or dark background for emphasis. Consider legibility when using this technique.

L Layout
The overall design of a page, spread or book, including elements such as page and type size, typeface and the arrangement of titles and page numbers.

Leading
The vertical space between lines of text (baseline to baseline).

Left Align
See Flush Left.

Legibility
Clear enough to read.

Lock-Up
The final form of a logo with all of its elements locked in their relative positions. To maintain consistency in all mediums, the lock-up should not be taken apart or altered.

Logo
A symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc.

Logo Expression
How a logo is used with another element to support the brand.
## Glossary

**Logotype**
The representation of a brand by a distinctive typeface or lettering style.

**Look and Feel**
A term used to describe aspects of a design system, including elements such as colors, shapes, layout, and typefaces (the “look”), as well as the way those elements are implemented (the “feel”).

**Main Navigation**
A user interface element within a web page that contains links to other high level sections of the website.

**Master Brand**
The UCSF master brand represents the enterprise as a whole.

**Mastheads**
A repeated element on the top of a publication. Can also be referred to as the branded area at the top of a web page, which typically contains navigation links, a search bar and the brand’s logo.

**Media**
The format by which something is communicated or expressed.

**Messaging**
The words and descriptive language that a brand uses to describe itself.

**Minimum Size**
The smallest size at which a logo may be reproduced in order to ensure its legibility.

**Monochromatic**
A color scheme consisting of different values (tints and shades) of one single color.

**Nav**
See Navigation.

**Navigation**
The area on a web page that is used to find information within a website.

**Negative Space**
The blank areas on a page where text, illustrations and imagery are not printed. White space should be considered an important graphic element in page design.

**Optimal**
The best or most favorable outcome; optimum.

**Orientation**
The way in which an element is oriented on a page. The two most common types of orientation are portrait and landscape.

**Orphan**
The last line of a paragraph alone at the top of a column.

**Outline**
A line or set of lines enclosing or indicating the shape of an object.

**Palette**
Set of approved colors to be used throughout the brand identity.

**Partner**
Two or more entities partnering together for a specific cause.

**Pattern**
A decorative design with repetitive qualities.

**Photojournalistic**
A style of photography that uses imagery to tell a story.
Pixel
The basic, rectangular unit of data that make up a digital image.

PMS (Pantone)
A system for matching colors used in specifying printing inks.

PNG
Portable Network Graphics. An image format that supports 24- and 8-bit color. PNG preserves photographic detail, transparency and supports sharp detail in line art, logos and type.

Point
The smallest whole unit for measuring font size and leading and other minute items on a printed page.

Point Size
The common method of measuring type. The distance from the top of the highest ascender to the bottom of the lowest descender in points.

Portraiture
A style of photography that creates emotional connection to an individual. It usually only includes the person’s head and shoulders.

Positioning
The plan of action intended to create a particular place for a product in the market and in the minds of consumers.

Pull Quote
An excerpted line or phrase, in a larger or display typeface.

Rag
A term used to describe the non-flush end of body copy. In flush left copy, the right side of the text is said to be ragged.

Real Estate
The amount of area an element or group of elements occupies.

Relative Size
The comparative size of an object relative to another nearby element.

Responsive
Web design aimed at crafting sites to provide an optimal viewing experience across a wide range of devices.

Reverse
The technique of printing white or light-colored text on a black or dark background for emphasis. The UCSF reverse logo prints all white.

Ratio
The proportional relationship of multiple objects.

River
In typography, rivers are gaps in typesetting which appear to run through a paragraph of text due to a coincidental alignment of spaces.

Rotate
To turn around an axis or center point; revolve.

Rule
A solid or dashed graphic line in documents used to separate the elements of a page.

RGB
A model for representing colors on a computer display. Red, green and blue (RGB) are combined in different proportions to represent any color.

Sans Serif
A type face that does not have serifs. Sans serif faces lend a clean, simple appearance to design systems.

Scale
To adjust in size according to a fixed scale or proportion.

Scientific Texture
A scientific, macro photograph that is tightly cropped to create an abstract texture.
Glossary

Secondary Color
A limited group of colors selected to complement the primary palette.

Sentence Case
The first word and any proper noun in a title, heading or subheading are capitalized.

Serif
Small decorative strokes that are added to the end of a letter’s main strokes. Serifs improve readability by leading the eye along the line of type.

Sidebar
Additional information placed alongside a main article containing additional or explanatory material.

Signature
The stand-alone, proprietary visual representation of a company, which serves as its legally protected mark of ownership.

Size
The relative extent of something; a thing’s overall dimensions or magnitude; how big something is.

Skew
To distort in a way that is regarded as inaccurate.

Splash
An area on a web page that allows sub-brands to maintain independent voice and expression.

Story
The narrative that communicates what drives, differentiates and motivates UCSF.

Style
A distinctive appearance, typically determined by the principles according to which something is designed.

Sub-Brand
A secondary brand that builds on the association of the master brand.

Subheads
A title or heading of a subdivision, as in a chapter, essay or newspaper article.

Super Nav
A user interface element within a web page that contains links to the most important sections of the website.

Superscript
Refers to numbers that are positioned slightly higher and smaller than the text on the line. For example, a footnote or endnote number reference is superscript.

Supporting Partner
When an entity or brand is a secondary partner, contributing a lesser degree of sponsorship.

Symmetry
The correspondence in size, form and arrangement of parts on opposite sides of a plane.

System
A set of principles or procedures that are used cohesively to create brand expression, voice and identity.

Tables
A set of facts or figures systematically displayed, especially in columns.

Tagline
A sentence, phrase or word used to grab attention or summarize a market position.

Tapestry
The term used to reference the combination of imagery, color and texture that make up the brand expression.

Template
A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern or style.
**T** cont. Tertiary
Third in order or level.

Textural Image
An abstract image that has tactile qualities.

Texture
The feel, appearance or consistency of a surface or a substance.

Tier
A level or grade within the hierarchy of a system.

Title Case
The first word, the last word and all major words in between are capitalized.

Titles
A descriptive heading or caption, such as a chapter, section, or other part of a book.

Touchpoint
Every opportunity and experience where people come into contact with a brand.

Tracking
The average space between characters in a block of text. Sometimes also referred to as letterspacing.

**T** cont. Type Family
Set of typefaces with coordinated forms and characteristics.

Typeface
The letters, numbers and symbols that make up a design of type. A typeface is often part of a type family of coordinated designs.

Typography
The art and craft of setting type.

**U**

UI
An acronym for user interface. The means by which the user and a computer system interact, in particular the use of input devices and software.

UI Navigation
A set of commands and menus in which the user communicates with and navigates a website.

**V**

Vector
Path-based graphics that can be scaled infinitely without losing image quality.

Vibrancy
Strong and vivid color.

**V** cont.

Visibility
The relative ability to be seen under given conditions of distance, light, atmosphere, etc.

Visual Expression
Brand elements that are brought together to create an engaging and memorable expression.

Voice
The unique personality of a company that create the verbal dimensions of a brand personality, as expressed by its verbal and written communications.

Weight
A single style or iteration of a typeface. Italic, Light and Bold are all examples of weight.

White Space
The blank areas on a page where text, illustrations and imagery are not printed. White space should be considered an important graphic element in page design.

Widow
A single word or a very short line at the end of a paragraph; also the first line of a new paragraph alone at the bottom of a column.