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

UCSF logo lock-ups should be treated as one unit and should not be altered in any way:
- Do not change any of the logo colors
- Do not tilt or distort the logo
- Do not outline the logo
- Do not use another font
- Do not add any artwork to the logo

Contact us
If you have any branding questions, please email identity@ucsf.edu.

Logo resources
All UCSF logo lock-ups must be approved by UCSF Brand Communications. To request a logo lock-up, please email identity@ucsf.edu.

## Logo Usage Specifications

### UCSF Logos

### SIGNATURE

**UCSF**

University of California San Francisco

### LOGO

**UCSF**

### LOGO EXPRESSION

**UCSF**

### CLINICAL LOGO LOCK-UP

**UCSF Dental Center**

**UCSF School of Dentistry**

**UCSF Weill Institute for Neurosciences**

### CAMPUS LOGO LOCK-UP

**UCSF**

**UCSF**

**UCSF**

### ENTITY LOGO

**UCSF**

University of California San Francisco

### EXTERNAL INITIATIVE LOGO LOCK-UP

**Genomic Medicine Initiative**

**University of California San Francisco**

### INTERNAL INITIATIVE TREATMENT

**Medical Student Well-Being Program**

### SIZING

- **Signature width**
  - Print minimum: 1” (25.4mm)
  - Screen minimum: 120 pixels

- **Logo width**
  - Print minimum: .5” (12.7mm)
  - Screen minimum: 60 pixels

- **Logo Lock-up width**
  - Website maximum: 330 pixels

### COLOR

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

### CLEAR SPACE

X = Width of “U”

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