

Logo Usage Specifications

Updated February 2017 | identity.ucsf.edu

UCSF Medical Center at Montgomery Street

Clinical logo lock-up

The top line of the logo lock-up is set in Helvetica Neue Light, in conjunction with the bold UCSF logo for consistency across print and digital media. This treatment leverages the equity that the UCSF brand has built. The logo lock-ups should be treated as one unit and should never be divided, modified, or redrawn in any way.

Logo usage

- 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
- Do not feature multiple UCSF logos together on a page

Contact us

If you have any branding questions, or need additional file types, please email the Marketing Department at art.director@ucsfmedctr.org.

Logo resources

To download the most commonly used logos, visit identity.ucsf.edu/downloads. Clinic or location names can be locked up with the logo; these must be created by the UCSF Health Marketing Department. If you have questions, or to request a logo lock-up please email art.director@ucsfmedctr.org.

NAVY



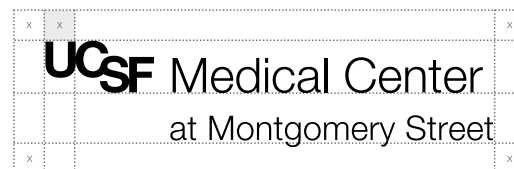
Navy is the preferred color for all brand logo lock-ups. When using the navy UCSF Medical Center logo lock-up, it should always appear against white. Avoid placing navy lock-ups on colored backgrounds.

REVERSED



Use the reversed version (white) when placing the UCSF Medical Center logo lock-up over dark or navy backgrounds.

CLEAR SPACE



X = WIDTH OF "U"

BLACK



Use the black logo when black and white or grayscale designs are needed. White is the preferred background color. Avoid placing black lock-ups on colored backgrounds.

COLOR BACKGROUND



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

MINIMUM SIZE



1.6"

MINIMUM SIZE:
1.6" WIDE (40.46 MM)

MINIMUM SCREEN SIZE:
200 PIXELS WIDE