**Logo Usage Specifications**

**UCSF Medical Center — at Montgomery Street**

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

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

**Please do not alter the logos 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, or need additional file types, please email the UCSF Medical Center Marketing Department at art.director@ucsfmedctr.org.

**Logo resources**
All UCSF Medical Center logo lock-ups must be approved by the UCSF Medical Center Marketing Department. To request a logo lock-up for your entity, please email art.director@ucsfmedctr.org.

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**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.

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**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.

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**REVERSED**

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

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**COLOR BACKGROUND**

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

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**CLEAR SPACE**

The UCSF Medical Center logo lock-up requires a clear space:

- **1.6"**

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**MINIMUM SIZE**

- **1.6" WIDE (40.46 MM)**
- **MINIMUM SCREEN SIZE: 200 PIXELS WIDE**

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X = WIDTH OF “U”