

# identity application

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## introduction

The following examples are intended to demonstrate the positive impact a visual identity can have when cohesively maintained and appropriately applied across a broad range of situations and media. They are designed to help you consider how type, color and the UCSF signature can work harmoniously within a piece (and across pieces) to form a coherent institutional look and feel, while making room for variation and creative expression.

All materials featured were created by UCSF Public Affairs. Questions about the design or requests for information about creative services should be directed to UCSF Public Affairs.

## 2-color newsletter samples

These two-color tabloid newspapers demonstrate how the identity can be applied to quick-turnaround publications.

*To Our Neighbors*  
11" x 17", folded to 11" x 8.5"

*Newsbreak*  
11" x 17", folded to 11" x 8.5"

### to our neighbors

**UCSF**  
University of California  
San Francisco  
advancing health worldwide

Public Affairs  
San Francisco, CA  
94143-0462

**To our neighbors**

July – September 2006  
NEWS ABOUT UCSF VOLUME 23 / NUMBER 1  
FOR THE LATEST NEWS, VISIT [WWW.UCSF.EDU](http://WWW.UCSF.EDU)

**UCSF showcases biotechnology at UCSF**

Mayor Gavin Newsom talks with Regis Kelly, executive director of OHS, on a tour of UCSF Mission Bay.

**UCSF opens first US Asian Heart and Vascular Center**

BY SHARON BROCK

In May, UCSF opened the first center in the country to focus on the specific cardiovascular needs of Asian Pacific Islanders.

The UCSF Asian Heart and Vascular Center, located at UCSF Medical Center at Mount Zion, serves one of the Bay Area's fastest growing minority groups. Asians account for about one-third (32.6 percent) of San Francisco's population, and heart disease is their leading killer.

"Many people in the Asian population are at risk, and organizations, and to establish education and outreach programs in local Asian communities. "This institution is sensitive not only to the language, but the varying cultures of the Asian population," said San Francisco-based State Assembly Speaker pro Tempore Leland Y. Yee, who attended the grand opening on May 10. This is a way to say you are welcome and you are a part of the San Francisco community."

For more information on the UCSF Asian Heart and Vascular Center, please call

### newsbreak

News from the University of California, San Francisco  
VOL. 21, NO. 2 • Spring 2006  
For daily news, go to:  
[www.ucsf.edu/today](http://www.ucsf.edu/today)

**newsbreak**

**UCSF in the community: Obligation & opportunity**

BY LISA CISNEROS

Public service has long been a part of the University's fourfold mission, a commitment that usually involves the other three – teaching, conducting research and providing patient care.

This sense of social responsibility has deep roots at the health sciences university, dating back to its pioneering days as the Affiliated Colleges – the precursor to UCSF. Doctors and students from the medical school descended from Parnassus Heights to treat the ill and injured who gathered in Golden Gate Park after the 1906 earthquake.

Today, UCSF's faculty, staff and students are engaged in numerous community-based partnerships and programs – whether it's treating underserved, high-risk homeless patients at the Glide Health Services clinic, volunteering in San Francisco's public schools to improve science education or offering free lectures in women's health available to all via the Internet.

UCSF's diverse group of grassroots community partnerships are now gaining renewed attention with an eye toward forging more programs and ensuring their quality and integrity,

and the medical center – to take an inventory. A web-based survey to compile that inventory found UCSF has more than 60 programs, involving more than 28 different departments and units, that benefit hundreds of men, women and children in the Bay Area every year.

"Many of these programs are exemplary models of academic-community partnerships characterized by sustained relationships between partners, sharing of leadership and power, and lessons humbly learned," the task force reported in August 2005.

One of the more important lessons that UCSF has learned over the past decade is to involve the community early on

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## 4-color newsletter samples

These four-color newsletters carry the UCSF master brand identity to potential donors, former patients and referring physicians.

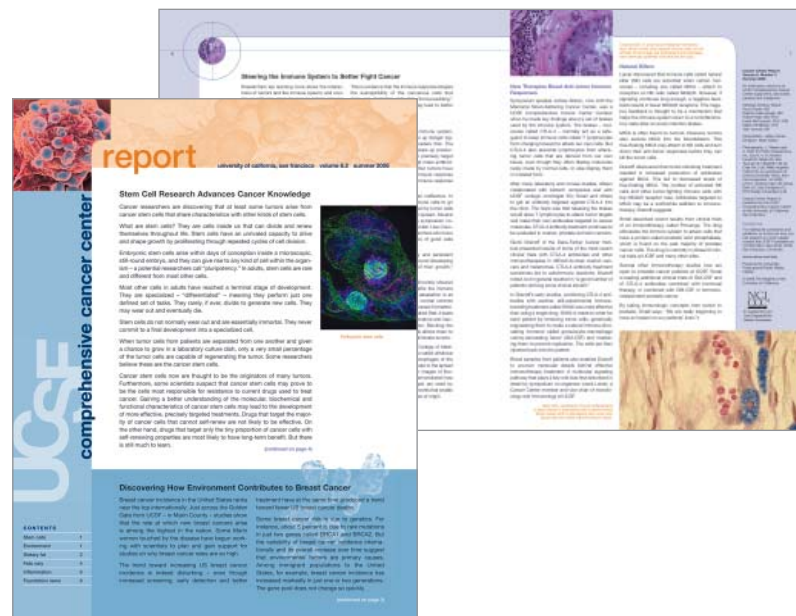
*Pancreas Cancer News*  
8.5" x 11"

*Comprehensive Cancer Center Report*  
8.5" x 11"

### pancreas cancer newsletter



### comprehensive cancer center report



## 4-color newsletter samples (continued)

These four-color newsletters use the UCSF Medical Center identity to reach referring physicians. Other titles in this newsletter suite include Neuroscience, UCSF Heart & Vascular Center News, and Inside Surgery.

*UCSF Children's Hospital News*  
8.5" x 11"

*Orthopaedic Surgery News*  
8.5" x 11"

### children's hospital news

**Bone Marrow Transplantation Without a Perfect Match**

UCSF researchers are working to create a better way to select donor cells for bone marrow transplantation. The process involves identifying donor cells that are genetically compatible with the recipient's cells. This process is often difficult because the donor's cells must be genetically similar to the recipient's cells, but not too similar to avoid complications. The researchers are using a new method to select donor cells that are genetically compatible with the recipient's cells, but not too similar to avoid complications. This new method involves using a new method to select donor cells that are genetically compatible with the recipient's cells, but not too similar to avoid complications.

**Hospitalists Knit Together Inpatient Care**

When a child is admitted into a hospital for a complex diagnosis, the patient is likely to be cared for by a steady stream of specialists, each one focusing on a particular area of expertise. On any given day, that child might have a neurologist, a pulmonologist, a nephrologist, a physical therapist and any variety of other health care workers.

**Transplanting peripheral blood stem cells from a haplo-compatible donor can often result in a successful transplant if T cells are removed from the sample to eliminate the potential for GVHD.**

Transplanting peripheral blood stem cells from a haplo-compatible donor can often result in a successful transplant if T cells are removed from the sample to eliminate the potential for GVHD. This process involves identifying donor cells that are genetically compatible with the recipient's cells, but not too similar to avoid complications. The researchers are using a new method to select donor cells that are genetically compatible with the recipient's cells, but not too similar to avoid complications.

### orthopaedic surgery news

**MRI may be key in assessing knee injuries**

MRI may be key in assessing knee injuries. This article discusses the importance of MRI in diagnosing knee injuries, particularly in cases where X-rays are inconclusive. The researchers found that MRI is a more accurate way to assess the extent of damage to the knee joint, and can help guide treatment decisions. This new method involves using a new method to assess the extent of damage to the knee joint, and can help guide treatment decisions.

**MRI may be key in assessing knee injuries**

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## annual report samples

These annual reports demonstrate how the identity can be applied to high-end print pieces.

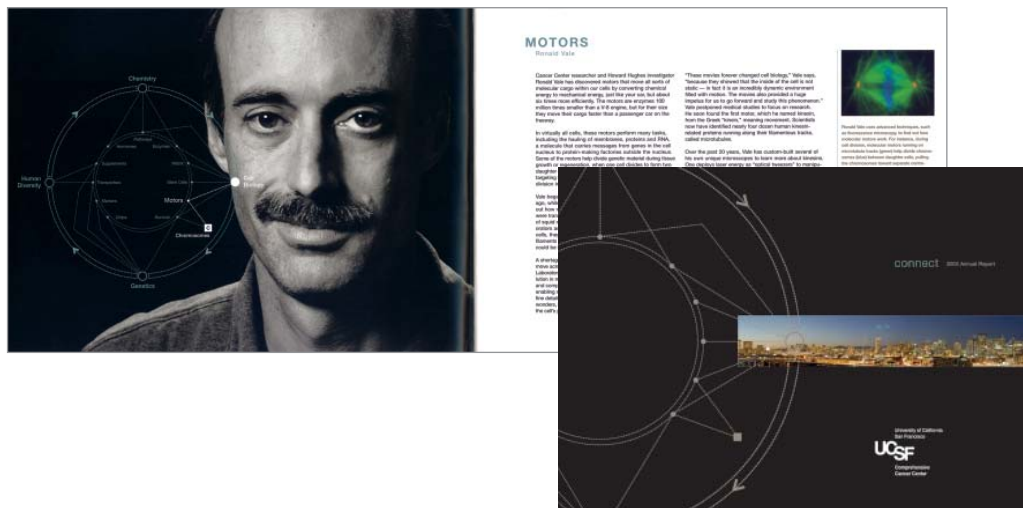
Comprehensive Cancer Center  
Annual Report 2002  
8.25" x 12.25"

Comprehensive Cancer Center  
Annual Report 2003  
11" x 8"

### comprehensive cancer center annual report 2002



### comprehensive cancer center annual report 2003



## campaign material samples

Graphic identity standards work across media applications, reinforcing our brand. The AIDS Research Institute “Think Again” campaign materials (a brochure, card and custom-designed website) are featured here.

AIDS Research Institute brochure  
7.5" x 7.5"

AIDS Research Institute card  
7.5" x 7.5"

AIDS Research Institute website  
www.ari.ucsf.edu

aids research institute campaign brochure



aids research institute campaign card



aids research institute campaign website



## poster samples

The UCSF master brand must be applied to communications pieces designed for internal as well as external audiences, as these posters demonstrate.

Colorectal Cancer Symposium poster  
18" x 32"

[www.ucsf.edu](http://www.ucsf.edu) science café  
shuttle poster  
11" x 17"

[stemcellfacts.ucsf.edu](http://stemcellfacts.ucsf.edu) shuttle poster  
11" x 17"

colorectal cancer poster



[stemcellfacts.ucsf.edu](http://stemcellfacts.ucsf.edu) poster



[www.ucsf.edu](http://www.ucsf.edu) science café poster



## fleet graphics

The University's vehicles are seen regularly not only on our campuses, but throughout San Francisco and the Bay Area. Considered one way, these vehicles constitute a fleet of four-wheeled "billboards" – a major service and community touch point in UCSF "packaging." Therefore, consistent use of our identity on these vehicles increases our visibility, protects the integrity of the brand and unifies the fleet. All UCSF vehicles that display a logo or other graphics must conform, then, to our identity standards. The standards described here are required for newly acquired vehicles that display the logo, but are optional for existing vehicles.

A special variation of the UCSF signature has been developed for UCSF shuttles and vans. It has a more horizontal configuration to accommodate vehicle design and ensure legibility of the brand.

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### UCSF signature configuration for fleet graphics



The exact location and configuration of the shuttle signature are determined by vehicle specifications and UCSF Public Affairs. To have UCSF fleet graphics installed on a vehicle, please contact UCSF Public Affairs ([info@pubaff.ucsf.edu](mailto:info@pubaff.ucsf.edu)).

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### shuttle bus



## fleet graphics application

### General principles

The shuttle signature should be displayed on both sides of the vehicle. If a vehicle is light in color, the shuttle signature will be the official two-color configuration. If the vehicle is dark, the shuttle signature will be bright white. The UCSF shuttle signature should not be used in conjunction with other (partner) logos on vehicles.

Older shuttles use the seal in their graphics. That application is gradually being phased out due to increased costs.

For questions regarding fleet graphics, please contact UCSF Public Affairs ([info@pubaff.ucsf.edu](mailto:info@pubaff.ucsf.edu)).

electric car



vanpool



shuttle bus



## signage

Signage is another important element of the UCSF identity system. Effectively branded signage provides an important opportunity to make a positive impression on both internal and external audiences. Consistent signage standards help reinforce our identity and raise visibility for the institution. These standards also help identify, locate, direct and inform with a consistent voice/look across our various locations.

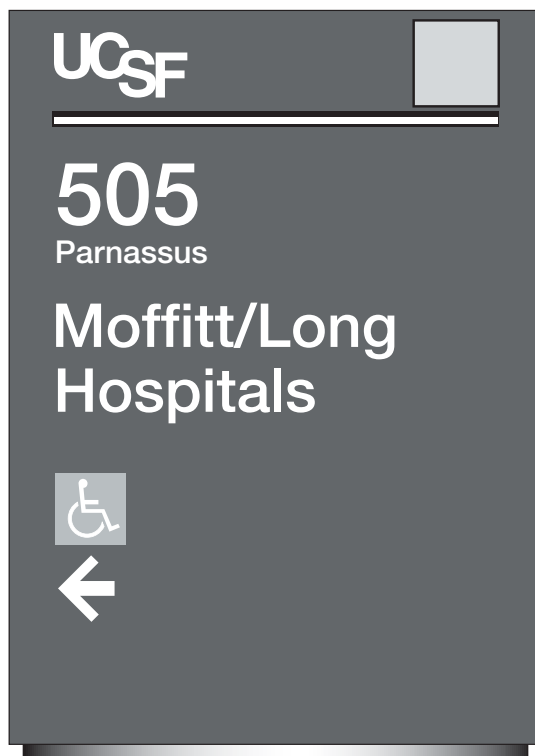
In addition to the present document, two guides have been developed that address signage: the UCSF Signage Standards Manual and Ordering Catalog and the UCSF Donor Signage Guidelines.

The UCSF Signage Standards Manual covers:

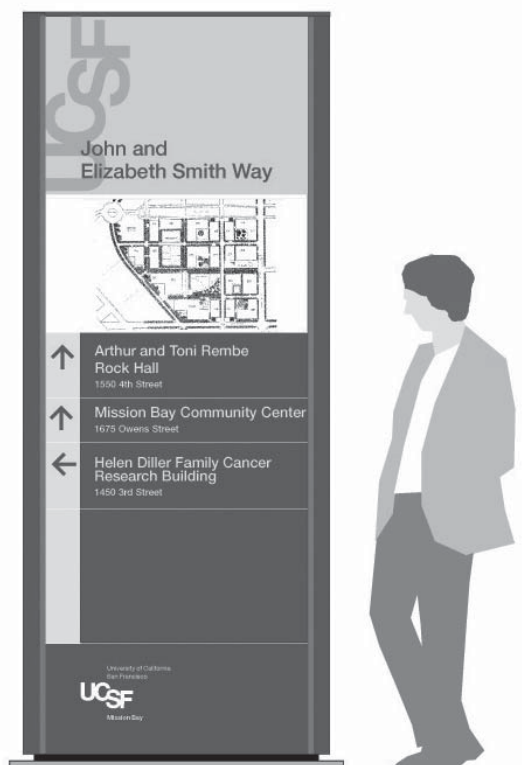
- a statement of design intent
- an outline of the design standards and graphic elements that make up the program
- an overview of some of the different exterior sign types
- a detailed look at the department/room identification sign group and
- instructions on how to order signage

For information about our signage standards, please contact UCSF Capital Programs & Facilities Management (CPFM).

freestanding building  
identification sign



information kiosk



## donor signage

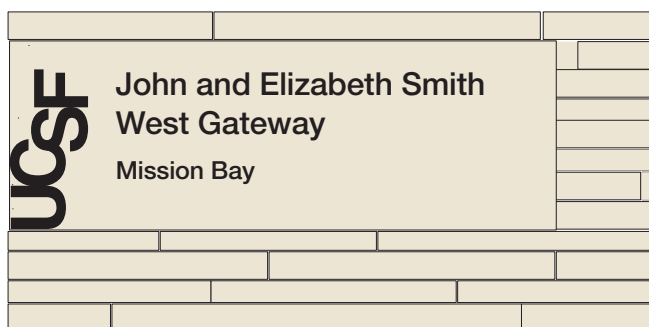
The UCSF Donor Signage Guidelines cover:

- consistent and appropriate recognition of major donors to UCSF
- the use of high-quality signage materials in all donor recognition applications
- consistency with the UCSF Signage Standards Manual and Ordering Catalog and
- adherence to the UCSF identity system

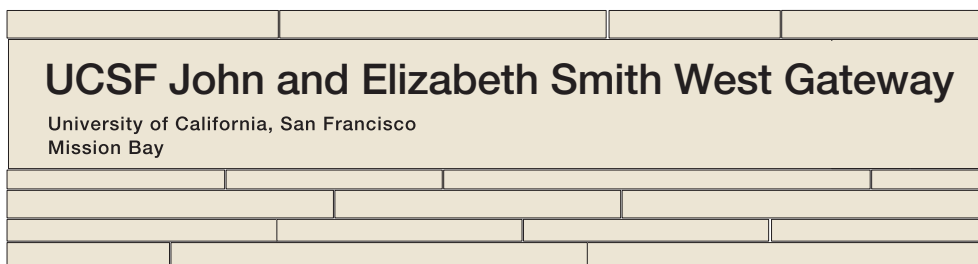
If you have questions about donor guidelines or need assistance with the naming process, please contact UCSF Public Affairs ([info@pubaff.ucsf.edu](mailto:info@pubaff.ucsf.edu)).

donor signage: preferred branding

NOTE: the tagline is not appropriate on UCSF architectural signage



signage: secondary donor signage lockup



donor signage: minimum branding

