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From UCSF Comprehensive Cancer Center to UCSF Helen Diller Family Comprehensive Cancer Center

The Helen Diller Family Comprehensive Cancer Center builds on a tradition of scientific leadership in cancer at UCSF that began when the Cancer Research Institute was established in 1948. Since then, the research enterprise has flourished. In the 1970s, UCSF researcher J. Michael Bishop, now chancellor, and colleague Harold Varmus discovered that cancer is caused by normal genes gone awry. This revelation, which led to Bishop and Varmus receiving the 1989 Nobel Prize in Physiology or Medicine, transformed the field of cancer research and provided the underpinnings for new approaches to the detection and treatment of cancer.
terminology

For maximum clarity, we have established a set of technical definitions that are consistently used throughout this text. Each is defined and illustrated below. It will be important, in both written correspondence and conversations related to design, to use these terms accurately and consistently. Where appropriate, these definitions are repeated in the text for ease of reference.

**brand**

The sum impression or idea derived from a consumer’s experience of a company’s products, services, communication and people.

**logo**

A visual symbol (abstract or representational) or a uniquely and individually “drawn” set of typographic characters that form a name (Nike), word (Apple), or abbreviation (IBM) or both, which is the official emblem of a company or institution.

**master brand**

UCSF. The common core element (logo) that precedes or endorses the elements (sub-brands) in the brand architecture system.

**sub-brands**

UCSF Medical Center, UCSF Benioff Children’s Hospital and UCSF Helen Diller Family Comprehensive Cancer Center. Sub-brands have an especially close relationship to the master brand, one that is graphically reflected and expressed in the tight linkage between the sub-brand identity and the UCSF logo. No other entities within the University are permitted this same level of identification without special review.

**signature**

The combination of a graphic symbol with a specific typographic treatment. The term signature is synonymous with the term identity.

For purposes of consistency and simplicity here, the term signature – with no additional descriptor, such as “UCSF” – will be used to represent the Helen Diller Family Comprehensive Cancer Center identity throughout these identity standards.

**entity**

A term for organizational units that make up the larger institution. Used interchangeably with “affiliation,” sub-brand, department, unit, division, clinic, school or center.

**affiliation**

The relationship between a person (e.g., professor, clinician) and a UCSF entity; specifically, an entity with which such a person identifies herself professionally or the entity with whom she is affiliated.
terminology (continued)

sub-brands

UCSF Medical Center, UCSF Benioff Children’s Hospital, UCSF Helen Diller Family Comprehensive Cancer Center

sub-brand entities

Ida and Joseph Friend Cancer Resource Center, Carol Franc Buck Breast Care Center, Osher Center for Integrative Medicine, etc.
The University of California, San Francisco (UCSF) is an institution whose work is divided into teaching, biomedical research and patient care. It is supported in this work by a basic organizational structure composed of four schools – Medicine, Dentistry, Pharmacy and Nursing – a graduate division and two hospitals, UCSF Medical Center and UCSF Benioff Children’s Hospital. Within each of these are numerous centers, clinics, institutes, departments, divisions, programs and affiliates. Few if any of these entities are confined to a single facility or campus. They are typically “distributed” across buildings and physical properties and share a pool of talented physicians, scholars, researchers, clinicians and administrators with diverse (and sometimes multiple) affiliations across the University.

The UCSF Helen Diller Family Comprehensive Cancer Center is structured along similar lines. It is confined to no one campus, building or circuit of buildings, and draws talent and resources from individuals affiliated with other parts of the University. What knits these diverse individuals, facilities and resources together as the Helen Diller Family Comprehensive Cancer Center is a common dedication to the study, care and cure of cancer.
the helen diller family comprehensive cancer center brand

In terms of branding, the Helen Diller Family Comprehensive Cancer Center is a UCSF sub-brand. This puts it on a par with UCSF’s other sub-brands: UCSF Medical Center and UCSF Benioff Children’s Hospital.

While this confers a certain degree of independence from UCSF, the design of the brand signature includes a prominent lockup with the UCSF logo, which expresses the close institutional relationship.

The aspiration of and plan for the Helen Diller Family Comprehensive Cancer Center brand are for it to stand for “all things cancer at UCSF.” Another essential aspect of the brand is the concept of “translation”: the idea and ideal of translating basic and clinical science research into improved clinical practice and care.
Policy for text-only usage of Helen Diller Family Comprehensive Cancer Center name

**FIRST USE:** The full new name – UCSF Helen Diller Family Comprehensive Cancer Center – should always be applied in text regardless of the presence of the UCSF logo or the UCSF Helen Diller Family Comprehensive Cancer Center logo. First use is defined as the first occurrence of the full name in a document (not on each page).

**THEREAFTER:** The UCSF prefix should be dropped from the name – Helen Diller Family Comprehensive Cancer Center – after first use.

**EXCEPTION:** The UCSF prefix should always be dropped as part of the title or titles of individuals appearing on UCSF-branded business cards, in program listings and in other publications.

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**correct***

"Housed within one of the nation’s top biomedical research universities, the **UCSF Helen Diller Family Comprehensive Cancer Center** consolidates the work of researchers and clinicians who are dedicated to four fundamental pursuits…. **The Helen Diller Family Comprehensive Cancer Center** is an interdisciplinary initiative that combines basic science…"

---

**incorrect***

"Housed within one of the nation's top biomedical research universities, the **UCSF Helen Diller Family Comprehensive Cancer Center** consolidates the work of researchers and clinicians who are dedicated to four fundamental pursuits…. **The Diller Cancer Center** is an interdisciplinary initiative that combines basic science…"

---

* The use of bold in these examples is for illustrative purposes only. The name is not meant to be set off in bold whenever it appears in general use.
contacts

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general UCSF brand issues

If you have questions or need clarification regarding the proper execution and implementation of the Helen Diller Family Comprehensive Cancer Center identity system, please email UCSF Public Affairs (identity@pubaff.ucsf.edu).

The most current information about the Helen Diller Family Comprehensive Cancer Center brand identity is available at http://cancer.ucsf.edu/identity. The supporting PDF document is updated periodically.

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design services

When beginning any new design project, consult a professional graphic designer. On-campus creative services are available, and estimates can be provided from UCSF Documents & Media. Or, if you are hiring an outside professional graphic designer, ensure that the vendor has access to the UCSF Visual Identity Standards and the Helen Diller Family Comprehensive Cancer Center Identity Standards.

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stationery

To order stationery, please contact Documents & Mail (visit campuslifeservices.ucsf.edu/documentsmail/services/dm_services/stationery).

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For technical reasons, the colors reproduced in the PDF are representational only. Neither the computer monitor nor color printouts should be used as a color match. Please apply the color specifications detailed throughout this document, and consult the Pantone color-matching system where appropriate, to ensure color-matching accuracy.

WORK PRODUCED BY OUTSIDE VENDORS MUST CONFORM TO THE APPROVED UCSF IDENTITY STANDARDS. TO ENSURE THAT THESE STANDARDS ARE MET, UCSF PUBLIC AFFAIRS WILL REVIEW MATERIALS BEFORE THEY ARE PRODUCED, IF GIVEN A MINIMUM OF TWO WEEKS TO DO SO. CONSULTATION FEES MAY BE ASSOCIATED WITH THIS REVIEW. SHOULD MATERIALS (INCLUDING PRINT AND ONLINE) BE PRODUCED THAT DO NOT CONFORM TO THE APPROVED UCSF STANDARDS, DISTRIBUTION, AVAILABILITY OR ACCESS COULD BE JEOPARDIZED.

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Revision date: November 2013
signature specifications

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components of the signature

The Helen Diller Family Comprehensive Cancer Center signature

The Helen Diller Family Comprehensive Cancer Center signature has been developed for use in internal and external University communications, and is to be used as the primary graphic identifier in all materials related to cancer throughout the University.

The official Helen Diller Family Comprehensive Cancer Center signature (i.e., “identity”) comprises the UCSF logo (the custom-drawn abbreviation created in 1978 by the German-born designer Henry Wachs) and the logotype (the words “Helen Diller Family Comprehensive Cancer Center”). No part of the signature – nor the signature as a whole – should be altered in any way.

Diagrammed here is an example of the signature, showing the visual relationship of the elements. When signatures need to be larger or smaller, the relative scale/relationship of the elements should be maintained (see also “clear space” and “minimum size” pages of these standards).

Digital files are available from UCSF Public Affairs at identity@pubaff.ucsf.edu.
logo signature colors

The two-color signature is the preferred signature of the UCSF Visual Identity Standards. It can be printed in two colors: UCSF teal and Helen Diller Family Comprehensive Cancer Center gray. See the next page for specific color information.

Where reproduction constraints prevent the use of this two-color signature, use the optional four-color (CMYK) version or the two-color teal-and-black (teal and 51% screen of black) version of the signature.

Beyond that, use a one-color (all-black or reverse all-white) signature. The signature should never be represented in other colors.

Always insist upon accurate color matching. Poorly matched colors may weaken the impact and effectiveness of our logo.

Signatures are available in EPS (vector) and TIFF and JPEG formats as appropriate for print or online application. Where required, signatures can be provided in alternate formats. Contact UCSF Public Affairs (identity@pubaff.ucsf.edu) for further information.

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teal-and-gray signature (2-color, 4-color)

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all-black signature (one-color)

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all-white signature (one-color, reverse)
signature application on value range

When developing a design that incorporates the signature, create a visual framework that provides the maximum contrast. When placing the black or reverse signature on a solid field of color, select the artwork that will ensure maximum legibility. Avoid placing the signature against backgrounds that prevent good contrast or clear legibility. These can include heavily patterned, harsh or brightly colored, textured or “busy” photographic backgrounds.

In general, mid-range colors and tones do not provide sufficient contrast for display of the color signature.
Our logo signature colors are UCSF teal (Pantone 5493) and Helen Diller Family Comprehensive Cancer Center gray (Pantone Cool Gray 9). Never use other-than-approved colors in the Helen Diller Family Comprehensive Cancer Center signature.

When it is not practical to print Pantone Cool Gray 9, it is acceptable to substitute a 51% screen of black.

**Color palette**

The general UCSF color palette is applicable to any Helen Diller Family Comprehensive Cancer Center materials. See the general UCSF Visual Identity Standards for more information.

Please note that Pantone Cool Gray 9 is only for use in the Helen Diller Family Comprehensive Cancer Center signature, not as an accent color.

**Accurate color**

Pantone is an internationally recognized standard for matching colored inks used in the printing industry. The colors illustrated throughout this guide are representational of color reproduction. Consult Pantone color reference guides for true and accurate color reproduction.
clear space

To create and maintain maximum impact, the signature must never be too closely linked to (or “crowded by”) copy, photography or other graphic elements. A clear space rule has been developed to ensure that the signature has “stage space” commensurate with its importance as a key brand element and institutional identifier.

“Clear space” refers to the area around the logo that separates it from other elements such as photos, type, icons or a page edge. The clear space should be equivalent to the height of the UCSF logo (the “UCSF” in the diagram represents this space). So, as the logo increases or decreases in size, the clear space requirements are adjusted proportionally. Whenever possible, please allow for more than the minimum clear space.

minimum size

For greatest impact and legibility, a minimum logo size has been established. The signature can be used in any size as long as it does not go below a minimum of 1.25” wide for print or 130 pixels wide online. Any scaling should be done proportionally.

signature clear space

minimum size for print application

minimum size for online application
improper signature use

Do not alter graphic files provided by UCSF Public Affairs. The impact of a signature depends on proper use consistently maintained. Any changes to the shape and color of the Helen Diller Family Comprehensive Cancer Center signature will change or diminish the important values, ideas and meanings with which it is associated. For these reasons, strict adherence to the correct signature structure and implementation is critical.

Never use the signature on merchandise without first contacting UCSF Public Affairs. (This holds true even if the merchandise will be donated or is complimentary.)

Never use the signature as part of a headline or in body copy. When the UCSF abbreviation occurs in text, set the letters – UCSF – in all caps (no periods, no spaces) in the same typeface and size as the rest of the text.

Any use of the signature that makes it difficult to read or degrades its integrity is unacceptable. See samples of improper usage below and on the next page.

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do not stretch or distort the signature in any way

do not tilt the signature

do not re-draw, alter the proportions, shape or alignment of an element

do not delete or abbreviate elements of the signature

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UCSF Helen Diller Family Comprehensive Cancer Center

UCSF Helen Diller Family Comprehensive Cancer Center

UCSF Helen Diller Family Comprehensive Cancer Center

UCSF Diller Center

UCSF HDFC CCR
improper signature use (continued)

Do not combine the Helen Diller Family Comprehensive Cancer Center signature with the UCSF “master brand signature.”

Do not outline any part of the signature.

Do not try to re-create any part of the signature using a font.

Do not re-assign or re-color any part of the signature.

Do not substitute UCSF gray (PMS warm gray 5) for the signature gray (PMS cool gray 9).

Do not lock up the tagline with the Helen Diller Family Comprehensive Cancer Center signature (see page 21).

Do not add other identifying elements to the signature.
identity applications

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The University has a system of brands (sub-brands) that are anchored by the UCSF master brand.

Within each of these sub-brands are other entities, some of which are named or branded themselves (e.g., Ida and Joseph Friend Cancer Resource Center, under the Helen Diller Family Comprehensive Cancer Center), and some simple descriptors of institutional units (e.g., Department of Neurology within the UCSF Medical Center).

This section deals with the issue of how these brands, when functioning together, are rendered in various graphic applications: how they are properly combined (or segregated), positioned and sized in relation to each other.

Co-brand lockups are prohibited. Special exceptions must be sought in writing from UCSF Public Affairs.
application of the tagline

The rules regarding the appropriate use of the advancing health worldwide™ tagline with sub-brands apply with equal force in its use with the Helen Diller Family Comprehensive Cancer Center identity. See “the UCSF tagline” and “related identities” sections of the UCSF Visual Identity Standards guidelines.

The UCSF sub-brands (Helen Diller Family Comprehensive Cancer Center, UCSF Medical Center, UCSF Benioff Children’s Hospital) can use the UCSF master brand tagline signature combination – the UCSF signature locked up with the tagline – in communications. Using the tagline signature in sub-branded materials and communications aligns those sub-brands with UCSF’s overarching mission. It helps reinforce and expand the concept of progress in health care, global impact and making a difference in people’s lives. This efficiently increases “broadcast” of the mission to a wider set of audiences.

The UCSF tagline signature is never to be locked up with sub-branded identities or unit identities. The lockup relationship is reserved for the UCSF master brand signature. Art is available from UCSF Public Affairs.
Named or sub-branded entities of UCSF should make use of the UCSF tagline signature, as a separate element within their communications, as much as possible. In publications, the rule of use is that a sub-brand signature and the tagline signature may both be used in the same publication, but not on the same page.

For exceptions (e.g., one-page communications) that incorporate the tagline signature, take care to separate the tagline signature as much as possible from the sub-brand signature. This will avoid or minimize visual redundancy.
application of the tagline (continued)

examples of tagline usage

[Images of newsletter front and back with applicable tagline usage]

[Image of flyer with tagline usage]

(a text-only reference to the helen diller family comprehensive cancer center is appropriate when several entities are equally represented)
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 Helen Diller Family Comprehensive Cancer Center 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.

helen diller family comprehensive cancer center annual report

front cover
To avoid/minimize visual redundancy (UCSF logo replication between master brand and sub-brand and between multiple sub-brands), it is important to express the appropriate hierarchical relationships. The preferred method is through relative sizing and positioning.

In publications, the rule is that a sub-brand signature, such as Helen Diller Family Comprehensive Cancer Center, and the UCSF master brand signature may be used in the same publication, but not on the same page. However, there might be cases in which UCSF Public Affairs determines that both signatures should appear on a single page, e.g., a cover, together. In that case, the rule of maximum separation of signatures should be applied.

In general, in dual or multiple brand scenarios, to ascertain whether the Helen Diller Family Comprehensive Cancer Center brand holds a dominant or endorsing role, determine which brand represents the origin or source of the publication and/or the degree to which the publication is devoted to cancer and cancer-related topics.

For exceptions (e.g., one-page communications) that incorporate the master brand signature, take care to separate the UCSF signature as much as possible from the sub-brand signature.

one-sided versus multiple-page publications

For one-page communication displaying two sub-brands, separate the sub-brands as much as possible.
Do not display more than one signature on the same page of a multi-page document. Where special circumstances dictate doing so, the (single page/one side) rule of maximum separation of signatures should be followed. In the case where more than two signatures may require display, consult with UCSF Public Affairs and the client. Mention of such “tertiary” brands may be able to be appropriately handled in text rather than in signature (graphic) form.

(UCSF Public Affairs should also be consulted on the potential need to use the “Affiliated with” device in connection with the Helen Diller Family Comprehensive Cancer Center signature. See page 27 for more information on this option.)
collateral (continued)

When a publication has several UCSF affiliations, the origin or source of the communication and the primary subject matter/focus of the piece will determine which identity is the primary one, displayed on the front. Additional affiliated identities may appear on the back or elsewhere within the document, or elsewhere in the text in plain copy.

In communications where cancer is not the primary subject matter focus (but has some presence) and where the Helen Diller Family Comprehensive Cancer Center is not the sponsor, publisher or origin of the publication, the following device may also be used to indicate the hierarchical relationships among the two or more brands: the connective language “affiliated with” + the Helen Diller Family Comprehensive Cancer Center signature. Before employing this device, consultation with UCSF Public Affairs and the client/s should be undertaken.

multi-page publication

brochure with primary focus on cancer: helen diller family comprehensive cancer center signature on front, medical center signature on back.

more general brochure with cancer among multiple subjects: medical center primary branding on front, helen diller family comprehensive cancer center signature on back, using the “affiliated with” descriptor.

Osher Center for Integrative Medicine
at UCSF Medical Center

Healing the whole person

PRACTITIONERS:
Donald Abrams, MD
Joseph Acquah, LAc, OMD
Kevin Barrows, MD
Beverly Burns, LAc
Jnani Chapman, CMT, RN
Teresa Corrigan, RN
Marcia Degelman, CMT
Anand Dhruva, MD
Heidi Engel, PT
Paula Koepke, MA, CMT
Naomi Lam, MD
Rick McKinney, MD
Wolf Mehling, MD
Tracy Peng, MD
Sudha Prathikanti, MD
Brook Stone, LCSW
Miriia Toveg, LAc
Upcoming CME Courses

collateral (continued)
The Helen Diller Family has contributed $35 million to UCSF to support brain tumor research. This generous gift includes the formation of the Helen Diller Family Brain Tumor Research Center.

Included in this gift is the largest contribution from a single donor in UCSF history, which is being used to support the Helen Diller Family Urologic Oncology Research Program, which will occupy a significant portion of the new Mission Bay campus. The Urologic Oncology Research Program is a leading center for the clinical and translational research of genitourinary cancers.

The Department of Urology, led by Urological Oncology Chair Peter Carroll, MD, in collaboration with the Department of Radiation Oncology, led by Radiation Oncology Chair Rajvir Dahiya, PhD, and colleagues in the Department of Biostatistics, has already begun exploring the potential of a comprehensive genitourinary tumor registry to study patients with genitourinary cancers and improve outcomes. The program will use data from the registry to determine new standards of care for patients with genitourinary malignancies.

Dr. Carroll is one of only a few urologists in the United States who perform a high volume of this specialized surgery, which is a staple of most urology practices. In the past 26 years, as the designated Director of Urologic Trauma at San Francisco General Hospital, where he has served as Chief of Urology for the past 13 years, Dr. Carroll has treated more than 1,200 patients with genitourinary injuries and how to care for them than any other urologist. "Dr. McAninch and his team have assembled an extensive database on patients treated at SFGH and on others in the region," said Dr. Carroll. "Their work has proven to be a powerful tool for clinical outcomes research. They have produced up to ten manuscripts on their work each year over the past 10 years, and their patient data has been translated into best practices across the world."

Dr. McAninch, who was among the first urologists to accept the challenge of managing severe genitourinary trauma, has been a leader in the field for over 20 years. His expertise in reconstructive procedures and his enthusiasm and energy for the field have earned him a worldwide reputation. "Dr. McAninch is one of the most respected urologists in the world," said Dr. Carroll. "He is a true leader in the field, and his work has made a significant impact on the care of patients with genitourinary trauma."

One common misconception is that children who have not yet reached puberty are not at risk for infertility. They are.

One common misconception is that children who have not yet reached puberty are not at risk for infertility. They are.

One common misconception is that children who have not yet reached puberty are not at risk for infertility. They are.

One common misconception is that children who have not yet reached puberty are not at risk for infertility. They are.
collateral (continued)

flyers and data sheets

We also have resources for hundreds of support groups throughout the Bay Area, including on line and face-to-face support. If you do not see your group listed, please contact the California Cancer Resource Center at 888-422-4364, or you can e-mail us at support@californiaccr.com.

Welcome to the UCSF Carol Franc Buck Breast Care Center. We want to provide you with the best care possible. Please be aware that sometimes we may be making updates to the services we provide.

We also want you to know that we are here to support you throughout the breast cancer journey. It is important to know that you are not alone and that there are others who have been through similar experiences.

If you have any questions or concerns, please feel free to ask. We are here to help.
More than one sub-brand or program logo may appear on single-page publications. This may also be acceptable when a limited amount of space is available.
Space on Helen Diller Family Comprehensive Cancer Center business cards is divided into segments by a vertical rule. The right half is reserved for address and contact information (upper right) and for the Helen Diller Family Comprehensive Cancer Center brand mark (lower right or signature position). The left half is reserved for names, titles, affiliations (e.g., schools, clinics, departments, special centers), endowed chairs, etc.

Any business card previously branded with “Comprehensive Cancer Center” will be changed to reflect the new “Helen Diller Family Comprehensive Cancer Center” identity system.

Any department/division/center affiliated with cancer research or treatment should also reflect this new identity.

Only the Helen Diller Family Comprehensive Cancer Center identity can be rendered in signature form on business cards. Named or sub-branded entities that appear must always be positioned under the name and title of the cardholder as text only.

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2-color (teal-and-black) business card

---

Ann Other, PhD
First Title
Helen Diller Family Comprehensive Cancer Center and Cancer Research Institute
Second Title
Tumor Biology and Cancer Research

University of California, San Francisco  
2340 Sutter Street  
San Francisco, CA 94113-0128  
tel: 415/502-1234  
fax: 415/502-1235  
email: name@cc.ucsf.edu  
www.ucsf.edu

---

advancing health worldwide™
Special situations

Multiple Titles/Single Affiliation: If a person holds two titles (e.g., Professor and Chair) of a single department or division, the titles should “nestle” directly under the cardholder’s name, followed by a paragraph break with an additional space (see examples on pages 33-35), followed by the department, division or named/branded entity with which the person is affiliated.

Dual Affiliations/Different Titles: If the person has two titles, each associated with a different division, department, etc., the cardholder’s name should be followed by a paragraph break and the titles stacked directly above the relevant affiliations (separated by a single space, space permitting).

An optional solution is to carry more than one card, with each separately and exclusively representing the relevant affiliation for a given scenario.
business cards (continued)

academic department examples

Ann Other, MD  
First Title  
Department of Neurological Surgery  
Second Title  
Brain Tumor Research Center  
University of California, San Francisco  
505 Parnassus Avenue  
San Francisco, CA 94143-0112  
tel: 415/353-1234  
fax: 415/353-1234  
name@neurosurg.ucsf.edu

Named, non-academic entities are set apart from the Title/Department/Division block by an extra line break space.

cancer center program examples

Ann Other, MD, MBA  
Title  
Breast Care Center  
General and Oncology Surgery  
Carol Franc Buck Breast Care Center  
University of California, San Francisco  
1600 Divisadero Street  
San Francisco, CA 94115  
tel: 415/353-1234  
fax: 415/353-1235
Medical center personnel with an affiliation with the Helen Diller Family Comprehensive Cancer Center should receive a new business card branded with the new identity. These treat “UCSF Medical Center” simply as type, set apart as the last item in the left column. Do not use any other logo with the Helen Diller Family Comprehensive Cancer Center signature on business cards.

Individuals may request a second business card with the appropriate UCSF Medical Center identity. In these cases, “Helen Diller Family Comprehensive Cancer Center” appears in type as shown here.
Any entity having a primary affiliation with the Helen Diller Family Comprehensive Cancer Center should use the general template shown here. Do not show multiple UCSF identities on letterhead. Departments, programs and related sub-brands are treated as text in the left column.

The only additional logos or marks on letterhead are credential or program affiliations, as appropriate.
The Helen Diller Family Comprehensive Cancer Center signature is displayed prominently on the entity's main homepage. Webpages directly affiliated with the Helen Diller Family Comprehensive Cancer Center receive a special one-line, web-only signature as a header element. The signature should never be locked up with the other UCSF entities within the top banner.

new helen diller family comprehensive cancer center homepage

special one-line signature for web use only
When referencing the Helen Diller Family Comprehensive Cancer Center from other webpages, it is preferable to use the signature.

The UCSF Helen Diller Family Comprehensive Cancer Center is an interdisciplinary initiative that combines basic science, clinical research, epidemiology/cancer control, and patient care throughout the University of California, San Francisco. The Center’s mission is the discovery and evolution of new ideas and information about cancer, from basic research to clinical implementation.

UCSF’s long tradition of excellence in cancer research includes, notably, Nobel Prize-winning work of J. Michael Bishop and Harold Varmus, who discovered viruses that cause cancer and formed the basis for some of the most important cancer research happening today.

Basic scientific research underpins all of our efforts to design and evaluate new tools to treat cancer patients everywhere. Recent cancer research at UCSF encompassed studies on the regulation of the eukaryotic cell division cycle, exploration of the machinery and the control of programmed cell death (apoptosis), regulation of cellular lifespan and the acquisition of cellular immortality, the control of DNA repair, the role of the immune system in cancer initiation and progression, tumor angiogenesis, cell invasion and metastasis and the design and application of mouse models of human cancer. Information of the broad range of cancer research activities can be found at the Helen Diller Family Comprehensive Cancer Center webpage.

The UCSF Cancer Research Institute (CRI) serves as a hub for lab-based cancer research at the Helen Diller Family Comprehensive Cancer Center. It encompasses two floors of the Helen Diller Family Comprehensive Cancer Center’s UCSF/Mount Zion laboratory research building and additional space on the UCSF Parnassus campus. The Cancer Research Institute was established by the University Regents in 1948 as an Organized Research Unit within the University of California system. Frank McCormick, PhD, FRS, has served since January 1997 as CRI Director, a position he holds in addition to his overall directorship of the Helen Diller Family Comprehensive Cancer Center.

CRI website: http://www.cancer.ucsf.edu/research/cri.php

Top 10 Hospitals in the Nation by U.S. News

UCSF Medical Center

Cancer Biology & Cell Signaling

Participating Faculty

Alix Badrani, PhD
Primary Research Interest: Cancer Biology & Cell Signaling

Elaine Benjamin, PhD
Primary Research Interest: Cancer Biology & Cell Signaling

Gabi Bregman, PhD
Primary Research Interest: Veterinary & Contact Microbes

Helen Diller Family Comprehensive Cancer Center

When the “affiliated with” descriptor can link the signature when there is not a direct reference in text.

identity applications (continued)
When cancer is just one of many issues on a page, a simple text link reference is sufficient. The signature would be too prominent here, relative to other content.