UC San Francisco
150th Anniversary Identity Guidelines

Updated: March 2014
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Introduction

For UC San Francisco’s 150th Anniversary we have created a new brand identity to celebrate this special milestone. The unique look and feel offers a flexible system for communicating and celebrating all that UCSF represents.

The 150th Anniversary brand identity acknowledges our rich heritage, while focusing on the future, positioning UCSF for continued excellence in the coming decades.

The identity system is intended for use with the UCSF master brand and sub-brands. Used consistently, it is a platform to engage and inspire.

UCSF Visual Identity Standards
identity.ucsf.edu
UCSF Anniversary Theme

For 150 years, UCSF has been driven by the idea that when the best research, the best education and the best patient care converge, great breakthroughs are achieved. When the world looks for institutions leading revolutions in health, there is Only UCSF.

Only UCSF is the theme for our anniversary, showcasing the impact and importance of UCSF, as well as what makes UCSF unique. As the home of Nobel Prize-winning research and the birthplace of biotechnology, UCSF is a beacon of extraordinary achievements.

Nowhere else could the stories of stem cell research, translational medicine or innovations in transplantation be told if not for the maverick spirit and culture of collaboration that has come to uniquely define UCSF.

These guidelines contain an overview of the 150th Anniversary identity. Through a host of examples, we offer guidance on how the theme can be developed into visually compelling expressions.
The UCSF Anniversary Logo is the most visible expression of the brand identity. The logo should be treated as one unit and should never be divided, modified or redrawn in any way. It should be considered a picture, not words.
The UCSF Anniversary Logo must be paired with the UCSF Master Brand Logo. It should never exist in isolation.

However, both logos should never be joined or “locked up” too closely. It is important that they remain distinctly different elements.
The UCSF Anniversary Logo is also available in 1-color black as well as two reversed versions of white. The first version reverses to white with black type. The second version reverses to white with knockout type to capture background elements such as color and photographic imagery.

The 1-color black and reverse versions of the UCSF Anniversary Logo should only be used when production capabilities do not allow for color. Always select the version that creates the highest level of contrast with the background.

The reverse with knockout type should be used when laid atop a photograph or solid color. As always, consider how to provide prominence to the UCSF Anniversary Logo that will yield the cleanest expression.
There must always be sufficient space surrounding the logo to avoid competition from other visual elements and to maintain its visual impact.

**Logo Clear Space**

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by using half the size of the UCSF Anniversary Logo and is proportional regardless of logo size.

**Logo Placement**

The correct placement of the UCSF Anniversary Logo is dependent on the type of brand application.
Logo Sizing

The standard and minimum logo sizes described below help to ensure that the UCSF Anniversary Logo reproduces with optimal legibility.

**Standard Size**
The UCSF Anniversary Logo has been designed with no maximum size. One of the strengths of the logo is that it can be utilized large, as in the case of signage. However, the minimum print size of the logo is 3/8" to maintain its strength and legibility. The minimum digital size of the logo is 45 pixels wide.
Top Logo Don’ts

1. Do not change the color of the type.
2. Do not change the scale of the type within the square.
3. Do not change the logo color.
4. Do not skew the logo.
5. Do not apply the logo diagonally.
6. Do not alter the space between the lines of the logo.
7. Do not gradate the color of the logo.
8. Do not scale/transform the square.
9. Do not move or alter the elements of the logo.
10. Do not create a logo lock up with any type.
11. Maintain clear space when representing the logo with the UCSF Master Brand Logo. Refer to pages 18 and 19 for proper usage with Master Brand Logo.
Primary Typeface: Gotham
Gotham is the main font used in the UCSF Anniversary Logo and UCSF Anniversary Logotype. When using the logo or logotype to create materials focused solely on our 150th Anniversary, use Gotham Bold or Gotham Book to create a cohesive composition. Your professional design vendor/partner should have access to these fonts.

You should continue to use UCSF’s corporate font, Helvetica Neue, if you are simply adding the 150th logo or logotype to existing UCSF materials that do not solely focus on the 150th Anniversary. See page 20 for more information on when the 150th Anniversary identity should be the primary design influence vs when the UCSF Master Brand identity should lead.
Our color system reflects the richness of our history and speaks to our vision for the future. The full palette has evolved, drawing upon influences from UCSF's Master Brand, UCSF Medical Center, UCSF Benioff Children's Hospital and the University of California. Together, they represent one UCSF in celebration of a once-in-a-lifetime event.

The formulas for each color, in print and on-screen applications, are indicated in the samples to the right.

**Primary**
The primary palette should be used whenever possible. Consistent usage builds recognition and brand awareness.

**Secondary**
The secondary palette should only be used to complement an existing piece lead by a sub-brand.
Color Usage

Master UCSF Anniversary Logo
The master impression of the UCSF Anniversary Logo is constructed in a three-color composition. Consistent usage builds recognition and brand awareness.

Secondary UCSF Anniversary Logo
The secondary impression of the UCSF Anniversary Logo is constructed in a single color composition. Use this version only when needed to complement a sub-brand’s existing palette.
UCSF Anniversary Logotypes

The UCSF Anniversary Logotypes are available in two versions. The first version is designed in a two-tone composition as presented on the top, right. Constructed around the editorial “Only UCSF,” this logotype should only be used when celebrating the theme as hero. On its own, it does not express the 150th story. Please refer to Logo and Logotype Usage (page 17) on how to use this logotype as hero and incorporate the 150th story as a secondary expression.

The second version of the logotype is designed in a three-tone composition as presented on the bottom, right. Only use the colors as they are shown. Constructed around the editorial “Only UCSF 150,” this logotype should be used when celebrating both the 150th story and theme as hero. Please refer to Logo and Logotype Usage on how to use this logotype effectively.
When certain applications do not permit color, two monochromatic versions of the UCSF Anniversary Logotypes are available for use. Only use the monochromatic compositions as they are shown on the right.
There are several guiding principles on when the UCSF Anniversary Logo and UCSF Anniversary Logotypes are used together and how they can be used in conjunction with the UCSF Master Brand Logo.

As shown on the right in the top example, the “Only UCSF 150” Logotype expresses both the theme and the 150th message. Subsequently, it should never be paired with the UCSF Anniversary Logo, which would duplicate reference to the 150th story. As the example demonstrates, the UCSF Anniversary Logotype can coexist with the UCSF Master Brand Logo as long as they are spaced apart with adequate breathing room.

Above, the UCSF Anniversary Logo is used as the hero expression with the 150th story as the primary read. As shown, the UCSF Anniversary Logo and the UCSF Master Brand Logo should be featured together but are never locked up.

Here, the UCSF Anniversary Logotype expresses the theme as hero. The 150th story becomes a secondary expression, which can be supported in the body copy or with the addition of the UCSF Anniversary Logo. Note again, that the UCSF Anniversary Logo and UCSF Master Brand Logo are featured together but are never locked up.
The expressions on the right show the correct and incorrect ways to pair the UCSF Anniversary Logo and Logotype with the UCSF Master Brand Logo. Note that the UCSF Anniversary Logo and Logotype should never lock up with the UCSF Master Brand Logo—always retain sufficient clear space (see page 9 for clear space specifications).
Master UCSF Anniversary Logotype
The master impression of the UCSF Anniversary Logotype is constructed in a two-tone composition. Like the master UCSF Anniversary Logo, always use navy as the background color. Both the “UCSF” type and UCSF Master Brand Logo will always reverse to white, providing the boldest impact for both elements. Consistent usage builds recognition and brand awareness.

Secondary UCSF Anniversary Logotype
The secondary impression of the UCSF Anniversary Logotype should only be used to complement a sub-brand’s existing palette. In every case the “ONLY” type reverses to white, while the “UCSF” type converts to navy and the UCSF Master Brand Logo to black.
When creating communications, the 150th Anniversary identity should be the primary brand influence when:

- an event is specifically celebrating the 150th Anniversary
- the piece is focused on the 150th Anniversary
- the piece is intended to only be available through the 150th Anniversary period

Any other instance should lead with the UCSF Master Brand identity look and feel and include a reference to our 150th Anniversary.

Sample poster solely focused on promoting UCSF’s 150th uses 150th Anniversary identity as primary brand influence.
Advantages of direct anterior approach to total hip replacement

The growing preference for less invasive surgeries has renewed interest in the direct anterior approach (DAA) to hip arthroplasty. Erik Hansen, MD, of the UCSF Orthopaedic Institute, believes the combination of technical advances in surgical instrumentation and proper training has allowed the technique to be performed more reproducibly, thus allowing it to realize its theoretical benefits:

- As the only intermuscular, internervous approach to the hip, the DAA can minimize soft-tissue injury and anatomic disruption. This can facilitate faster return to function while achieving comparable outcomes to other surgical approaches at the six-month to one-year mark.
- Because the patient is in the supine position, the DAA can facilitate anesthesia monitoring, as well as a more accurate assessment of leg length equality. Furthermore, it allows intraoperative use of fluoroscopic X-rays to provide real-time feedback to confirm implant position and sizing.

CONTINUED ON PAGE 3
Editorial Expressions

The UCSF 150th Anniversary identity was designed around the theme “Only UCSF.”

Our messaging guidelines convey the framework of points that all 150th Anniversary communications should express.

There is also a series of key phrases developed to demonstrate the authenticity of our theme. Please use these key phrases exactly as stated when designing 150th Anniversary materials.

The following pages provide several examples of how design and copy come together to form compelling editorial expressions.
Messaging Guidelines

Communications around the 150th Anniversary are intended to use people and stories to communicate UCSF’s future in: leading revolutions in health, standing on a platform of 150 years of innovation, education, patient care and discovery. Each element should include the boldness, collaboration and humanity that make UCSF unique.

Anniversary collateral will use the key phrases on the following pages, as well as visuals, to reflect three central themes:

• Commitment to Health: For 150 years, UC San Francisco has been exclusively focused on translating the best science into better health.

• Central to the City: Since the Gold Rush, UC San Francisco has been integral to San Francisco, a leader in caring for its people and a driving force in its thriving economy and bioscience innovation.

• Revolutions in Health: UCSF is harnessing its culture of innovation, collaboration and world-class research to unlock the most challenging health issues of our time, train the leaders of tomorrow and transform health.
Key phrases are divided into two sets. The three editorial phrases within each set can be used together or as standalone phrases. However, do not mix and match phrases between sets.

**Set 1**

World-class science, world-class care.

Today’s students, tomorrow’s health leaders.

Local discoveries, global impact.

**ONLYUCSF**

**Set 2**

Birthplace of biotech.

World-class university dedicated to health.

Caring for San Francisco since 1864.

**ONLYUCSF**

**Standalone**

Caring for San Francisco since 1864. **ONLYUCSF**
Expression Examples

**ONLY UCSF**

Birthplace of biotech
World-class university dedicated to health.
Caring for San Francisco since 1864.

Today’s students, tomorrow’s health leaders.
When creating editorial pieces based on the construction to the right, please use the same color composition and typographic considerations shown. Note the use of Gotham Bold in all caps.

For multimedia or video applications these expressions may appear sequentially, in this specific order.
The expression to the right shows an alternative typographic layout. Please use the same color composition and typographic considerations. Note the use of Gotham Bold in all caps.
Expression Examples

**ONLY UCSF**

We are driven by the idea that great breakthroughs are achieved when the best research, the best education and the best patient care converge. **Leading revolutions in health since 1864.**

The UCSF Anniversary Logo and UCSF Master Brand Logo can be adjacent as long as they maintain ample distance and avoid locking up.
Applications

The UCSF 150th Anniversary brand identity was designed for use across applications. The following shows how the UCSF Anniversary Logo and UCSF Anniversary Logotype can be used in a range of print, digital and environmental settings with a variety of editorial expressions.
ONLYUCSF

CELEBRATING 150 YEARS
LEADING RESEARCH
EDUCATION
PATIENT CARE
ONLYUCSF

ONLYUCSF
We are driven by the idea that great breakthroughs are achieved when the best research, the best education and the best patient care converge. Leading revolutions in health since 1864.
Applications

We are driven by the idea that great breakthroughs are achieved when the best research, the best education and the best patient care converge. Leading revolutions in health since 1864.

ONLY UCSF 150

The Promise Emerges
Harnessing data to personalize care
Applications – External Web Presence

San Francisco Chronicle

UC SAN FRANCISCO 150th Anniversary Identity Guidelines

Oakland ballpark backers tout waterfront site

By Marler & Ross

Imagine AT&T Park, bathed in pant-slugger energy — that’s pretty much the view A’s fans have for the 30,000-seat ballpark at the Port of Oakland, just west of Jack London Square. The $400 million waterfront ballpark is being proposed by a partnership of Chris Canning and CEO Jed Novak and Premier's Group for Crenshaw E. Gary Rogers — with the blessing of Oakland Mayor Jean Quan. "It’s one of the reasons we proposed Major League Baseball we would suffer, and it will be available early next year," Quan said in May 2012. - the other being the current Coliseum site.
Applications – Web Presence: UCSF or Sub-Brand Websites
Applications

The examples to the right demonstrate how the UCSF Anniversary Logo and Logotype can exist within a UCSF sub-brand application.
Applications

The UCSF Anniversary Logo is intended for use on video produced specifically about UCSF’s 150th Anniversary or for UCSF 150th Anniversary events.

When applying the UCSF Anniversary Logo and UCSF Master Brand Logo to video, note how they are positioned relative to the interviewee, creating a sense of openness and space.

720 x 1280
Logo size should be 112px by 112px
40% opacity

1080 x 1920
Logo size should be 168px by 168px
40% opacity

Video logo assets

Video Tag, Lower Third
Brand Toolkit

The following pages provide an overview of the components that create the UCSF 150th Anniversary experience. They include type, color, editorial phrases, photography, logos and logotypes.

It is important to combine these elements together in a prescriptive way. As we implement this system across UCSF, our ability to maintain consistency continually builds recognition for our 150th Anniversary identity and everything it celebrates.
Brand Elements Overview

Anniversary Logos

Anniversary Logotypes

ONLY UCSF
ONLY UCSF150
ONLY UCSF
ONLY UCSF150

UCSF Master Brand Logo

Color Palette

Key Phrases

Birthplace of biotech.
World-class university dedicated to health.
Caring for San Francisco since 1864.
World-class science, world-class care.
Today’s students, tomorrow’s health leaders.
Local discoveries, global impact.

Typography

150 YEARS LEADING
150 YEARS DISCOVERING
150 YEARS TEACHING
150 YEARS CARING
150 YEARS INNOVATING
The UCSF Anniversary Logo is offered in several file formats and colors. These logos have been provided in specific sizes common to their media and should not be altered, recolored or modified in any way except as outlined in these guidelines. The chart on the right details each file type and its intended use.

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<td>Reverse w/ Knockout Vector for print: <code>.eps WHITE, Raster for digital: </code>.png RGB (transparent bg), Raster for video: <code>.png RGB for 720 (112px), </code>.png RGB for 1080 (168px)`</td>
<td>Raster for digital: <code>.png RGB for 720 (112px), </code>.png RGB for 1080 (168px)`</td>
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The UCSF Anniversary Logotypes are offered in several file formats and colors. These logotypes have been provided in specific sizes common to their media and should not be altered, recolored or modified in any way except as outlined in these guidelines. The chart on the right details each file type and its intended use.

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<table>
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**Brand Resources**

Although this guide was designed to anticipate many of the common scenarios where brand guidance is necessary, it is not an exhaustive resource.

The 150th Anniversary Identity System should be used in conjunction with the existing UCSF Visual Identity Standards.

**UCSF Visual Identity Standards**
identity.ucsf.edu

**UCSF Photo Library**
ucsfassets.webdamdb.com

Please consult the identity site below for further guidance, or email identity@ucsf.edu.