web identity standards

contents

introduction .............................................................................................................87
official vs. non-official sites.......................................................................................88
banner............................................................................................................... 89-90
tagline and the web .................................................................................................91
tagline and the web: improper use...........................................................................92
typography for the web: live text..............................................................................93
typography for the web: graphic type ........................................................................94
color palette for the web..........................................................................................95-98
introduction

All communications from the University are reflections on the UCSF brand. From the most complex piece to the simplest, each communications product reflects the quality and character of this institution and its mission. Just as there is a consistent framework for our print-driven communications, there is a framework for expressing our brand in web communications. This framework allows users to immediately distinguish official sites of UCSF departments, labs, schools, centers, institutes, etc. from unofficial sites. Following the UCSF web identity standards also reinforces our depth and diversity as an institution.

A unified identity platform across print and web communications benefits us all.

More information, including web policies, procedures and conditions of use, is available online (identity.ucsf.edu). For answers to technical questions during the creation of UCSF web materials, or for creative services, web resources or information about developing a website, please contact UCSF Public Affairs (info@pubaff.ucsf.edu).
**official vs. non-official sites**

**Official UCSF websites**
Official sites are those that officially represent UCSF programs and contain official content targeted at external and internal users and audiences. Examples include, but are not limited to, schools, administrative and academic departments, laboratories, academic programs, organized research units, institutes, centers, units, faculty practices, registered campus organizations, chancellor's committees and subcommittees, and UCSF Medical Center and all of its organizational components. They are governed by UCSF policy and guidelines and are accessible through the A to Z list hosted on UCSF’s main site. In addition, their domain names must end with either ucsf.edu or ucsfhealth.org.

Certain e-commerce sites (those focused on facilitating transactions with third parties) are considered official UCSF websites. These sites provide products or services to UCSF customers in exchange for financial consideration either by credit card or other electronic currency. These e-commerce sites are publicly available, but the financial transactions are highly secured.

In addition, two web subtypes fall into the classification of official UCSF websites:

1. **Intranets**: These sites are accessible only to a defined group of the UCSF community (e.g., UCSF Medical Center or the School of Medicine). Access to these sites is usually controlled through IP filters, but might require a username and password. Intranets provide administrative or unit-specific information and are not meant for external users or audiences.

2. **Secure sites accessible to defined student or employee groups**: Sites configured with already purchased software that cannot meet our policies will be grandfathered in and made exempt. However, a condition of purchase of any proprietary software acquired after adoption of this policy must include the ability to incorporate UCSF web identity elements.

**Non-official/personal webpages**
If there is personal content hosted on a UCSF server, these websites and pages reflect the owner’s personal interests. These pages are not accessible through the A to Z list hosted on the UCSF main site or included in the UCSF search engine. Individual websites are subject to all existing laws and University and campus policies. Note especially that sites on University servers may not be used to promote personal business or to provide personal financial gain, except as permitted under applicable academic personnel policies. Personal sites may not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the campus or University or any unit thereof unless appropriately authorized (explicitly or implicitly) to do so. Personal websites will not display the UCSF logo or banner and will not be indexed by the UCSF search engine. An explicit disclaimer will be included unless it is clear from the context that the author is not representing the campus or the University. The minimum disclaimer is:

“This is not an official UCSF website. The opinions or statements expressed herein should not be taken as a position of or endorsement by the University of California, San Francisco.”
The core of the UCSF web identity is the official UCSF web banner; this banner must appear on all official UCSF webpages. Failure to do so within a negotiated time after notification from UCSF Public Affairs could mean that the site will not be indexed in the UCSF search engine. Technical advice on how to implement the banner is available.

The official web banner includes the UCSF logo with the complete name of the institution – which links to the UCSF homepage – and navigational links to the “About UCSF” information page and UCSF Medical Center. The standard recommended configuration also includes a “Search UCSF” navigational link; an optional version without this link also is permissible.

The banner is available in two configurations – with or without a “Search UCSF” link, as detailed above – and in four official colors – black, teal and two gray alternatives. Banner packages are available for download (http://pub.ucsf.edu/wdr/tools/templates.php). Please contact UCSF Public Affairs (info@pubaff.ucsf.edu) with questions about banner configurations.

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**official banner elements (preferred)**

<table>
<thead>
<tr>
<th>UCSF</th>
<th>University of California, San Francisco</th>
<th>About UCSF</th>
<th>Search UCSF</th>
<th>UCSF Medical Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>Search UCSF</td>
<td>UCSF Medical Center</td>
</tr>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>Search UCSF</td>
<td>UCSF Medical Center</td>
</tr>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>Search UCSF</td>
<td>UCSF Medical Center</td>
</tr>
</tbody>
</table>

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**official banner elements (acceptable without search)**

<table>
<thead>
<tr>
<th>UCSF</th>
<th>University of California, San Francisco</th>
<th>About UCSF</th>
<th>UCSF Medical Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>UCSF Medical Center</td>
</tr>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>UCSF Medical Center</td>
</tr>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>UCSF Medical Center</td>
</tr>
<tr>
<td>UCSF</td>
<td>University of California, San Francisco</td>
<td>About UCSF</td>
<td>UCSF Medical Center</td>
</tr>
</tbody>
</table>
The official UCSF web banner is placed flush with the top of each page, occupying no more than 40 pixels in height. The left side of the banner is positioned flush with the leftmost content on the page. No other navigational or design elements may be located above or to either side of the banner, nor may any other elements overwrite or intersect the banner. The solid color background may be extended to the right to the full width of the page or otherwise to the width of the content, as appropriate to the page design.

In the downloadable banner packages, the banner is offered for implementation as a client-side image map with an underlying GIF image incorporating the necessary logo signature and required links. Instructions for correctly incorporating the graphic, image map and embedded links within the website also are included in the banner packages. If the provided graphic banners and image maps do not meet the technical specifications for a specific website (e.g., specifications requiring text links rather than graphic links, etc.), please contact UCSF Public Affairs (info@pubaff.ucsf.edu) for assistance in developing an approved code-based version of the banner.

As noted in the section on improper signature use (see pages 22 and 23), you may not redraw the logo, alter its shape or attempt to recreate it using a typeface; the logo graphics included in the banner packages – and only these graphics – must be used on University websites.

Banner extension
If desired, it is permissible to include one additional navigation entry at the end of the required standard banner. This navigation is the link to the homepage of the specific site featured. For example, the banner navigation for CVRI could read:

Please note: Only one additional navigation entry is permitted. Website designers and developers should not themselves attempt to add this navigational link to one of the standard banners from the banner packages; rather, a customized banner incorporating the additional link may be developed in consultation with UCSF Public Affairs (info@pubaff.ucsf.edu).

If additional navigational links are desired, while they may not be included in the required standard banner, there are a variety of ways to incorporate them into the website. Along with the commonly used left-column navigation, for example, one could include a sub-banner immediately below the standard banner. An example of this is found on the main UCSF website at www.ucsf.edu, where additional navigational links for various audiences – Students | Faculty & Staff | Postdocs | Patients | Alumni | Journalists – are incorporated into a coordinating sub-banner immediately below the required standard banner. Please contact UCSF Public Affairs (info@pubaff.ucsf.edu) for more information or for help incorporating the required standard banner into your University website.
tagline and the web

The use of the UCSF tagline signature is exclusively reserved for the UCSF homepage (www.ucsf.edu). It is not to be used on unit sub-sites, in the banner element or elsewhere. Use of the tagline per se, according to its text-specific application (lowercase italic, with or without the ™ symbol and optionally qualified by nomenclature like “The UCSF tagline…” in content is permitted.
tagline and the web: improper use

Do not display the tagline in any other header, regardless of affiliation.
When creating live text for the web, the UCSF identity employs a separate set of fonts selected for optimum screen legibility. These font families are Helvetica (all weights and styles), Verdana (all weights and styles), Arial (all weights and styles), and Times New Roman (all weights and styles except bold italic, which appears clunky and unrefined). For maximum legibility, please ensure that the sans serif faces (Helvetica, Verdana and Arial) are used widely; all body text/content should be sans serif. The serif face (Times New Roman) should be used sparingly as an accent. Only one sans serif typeface should be used within a site.

These font families usually ship with system software, but also may be purchased from a font vendor. Typefaces are licensed and available for both Mac and Windows platforms from www.fontshop.com.

When the University name is used in body text or headline text communications (print or electronic), the correct and preferred use is in all caps (no periods, no spaces): UCSF. The full, expanded version may also be used as a secondary option: University of California, San Francisco (with an initial cap for all words except "of").
When designing web art or graphics that incorporate typography, make selections from UCSF’s two font families, Helvetica Neue and Bodoni. These two families are attractive and very functional. They offer a wide range of weights and styles for complex typographic needs, individual expression and distinction. (See section 4, typography, starting on page 43, for weights and examples of these fonts.)

Typefaces are licensed and available for both Mac and Windows platforms from www.fontshop.com.

See section 11, web identity application, starting on page 99, for web design examples that incorporate typography as art.

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typography for the web: graphic type

helvetica neue (open type version)

45 light: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

55 roman: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

56 italic: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

65 medium: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

75 bold: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

bodoni (open type version)

book: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

roman: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

italic: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &

bold: abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#$%&
J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 ! @ # $ % &
The UCSF color palette for the web mirrors our print color palette. By using palette colors, web designers and developers build and reinforce a cohesive identity for UCSF in this medium. This consistent application of our balanced color set enables easy recognition of the brand. Sites intended for internal and external communications should use the UCSF web color palette. (For information about our print color palette, see section 5, color palette, starting on page 49.)

As with our print color palette, the web palette is composed of a primary palette and a secondary palette. The primary palette represents the “core” colors of our identity. The secondary palette showcases a range of accent colors that work well in conjunction with the primary palette. The third element of our web color palette is a defined selection of neutrals (grays) and pastels. The neutrals and pastels are based on our primary and secondary palettes and offer the associated tonal range.

When beginning any new design project, consult a professional graphic designer. On-campus creative web services are available, and estimates can be provided from UCSF Public Affairs (info@pubaff.ucsf.edu). Or if you are hiring an outside professional graphic designer, ensure that the vendor has access to the UCSF Visual Identity Standards.

Note: It is important to moderate color choice when developing any new design project. Select a combination of colors from within the palette (usually no more than three to four colors, including at least one gray/neutral tone) and use that selection as your basis for the whole site look and feel.

**primary web palette**

- **official color**
  - teal: pms 5493
    - web-smart: r:136 g:187 b:187
    - #88bbff
  - gray: pms warm gray 5
    - web-smart: r:187 g:187 b:170
    - #b8b8b8

- **web-safe**
  - black: r:0 g:0 b:0
    - #000000
  - dark blue: pms 540
    - web-safe: r:0 g:51 b:102
    - #003366
color palette for the web (continued)

secondary web palette

<table>
<thead>
<tr>
<th>PMS</th>
<th>Web Color</th>
<th>Muted Web Color</th>
<th>PMS</th>
<th>Web Color</th>
<th>Muted Web Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>5767</td>
<td>#999933</td>
<td></td>
<td>645</td>
<td>#9999cc</td>
<td></td>
</tr>
<tr>
<td>667</td>
<td>#666699</td>
<td></td>
<td>703</td>
<td>#990000</td>
<td></td>
</tr>
<tr>
<td>1595</td>
<td>#CC6600</td>
<td></td>
<td>117</td>
<td>#999933</td>
<td></td>
</tr>
<tr>
<td></td>
<td>#FCC66</td>
<td></td>
<td></td>
<td>#FCC66</td>
<td></td>
</tr>
</tbody>
</table>
## Color Palette for the Web (continued)

### Grays

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Web-Smart</th>
<th>Not Web-Smart</th>
<th>Web-Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Gray 1</td>
<td>r:238 g:238 b:238</td>
<td>r:230 g:230 b:230</td>
<td>r:204 g:204 b:204</td>
</tr>
<tr>
<td>Medium Gray</td>
<td>r:153 g:153 b:253</td>
<td>r:204 g:204 b:204</td>
<td>r:102 g:102 b:102</td>
</tr>
<tr>
<td>Light Gray 2</td>
<td>r:238 g:238 b:238</td>
<td>r:230 g:230 b:230</td>
<td>r:204 g:204 b:204</td>
</tr>
<tr>
<td>Light Gray 3</td>
<td>r:238 g:238 b:238</td>
<td>r:230 g:230 b:230</td>
<td>r:204 g:204 b:204</td>
</tr>
<tr>
<td>Light Gray 4</td>
<td>r:238 g:238 b:238</td>
<td>r:230 g:230 b:230</td>
<td>r:204 g:204 b:204</td>
</tr>
</tbody>
</table>

### Pastels

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Web-Smart</th>
<th>Not Web-Smart</th>
<th>Web-Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pastel Blue 1</td>
<td>r:204 g:238 b:238</td>
<td>r:215 g:231 b:231</td>
<td>r:238 g:238 b:238</td>
</tr>
<tr>
<td>Pastel Blue 2</td>
<td>r:204 g:238 b:238</td>
<td>r:215 g:231 b:231</td>
<td>r:238 g:238 b:238</td>
</tr>
<tr>
<td>Pastel Blue 3</td>
<td>r:204 g:238 b:238</td>
<td>r:215 g:231 b:231</td>
<td>r:238 g:238 b:238</td>
</tr>
<tr>
<td>Pastel Blue 4</td>
<td>r:204 g:238 b:238</td>
<td>r:215 g:231 b:231</td>
<td>r:238 g:238 b:238</td>
</tr>
<tr>
<td>Pastel Yellow 1</td>
<td>r:255 g:255 b:238</td>
<td>r:255 g:255 b:221</td>
<td>r:255 g:255 b:211</td>
</tr>
<tr>
<td>Pastel Yellow 2</td>
<td>r:255 g:255 b:238</td>
<td>r:255 g:255 b:221</td>
<td>r:255 g:255 b:211</td>
</tr>
<tr>
<td>Pastel Orange 1</td>
<td>r:255 g:242 b:227</td>
<td>r:255 g:211 b:188</td>
<td>r:255 g:211 b:188</td>
</tr>
<tr>
<td>Pastel Orange 2</td>
<td>r:255 g:242 b:227</td>
<td>r:255 g:211 b:188</td>
<td>r:255 g:211 b:188</td>
</tr>
</tbody>
</table>
color palette for the web (continued)

The banner palette includes the web-safe black and dark gray from the other UCSF palettes, as well as darker, web-smart hues of teal and warm gray from the primary palette, to provide greater contrast and legibility for the white logo and text of the official web banners.

banner palette

- **web-smart dark teal**: r:119 g:170 b:170 #77aaaa
- **web-smart dark warm gray**: r:170 g:170 b:153 #aa9999
- **web-safe black**: r:0 g:0 b:0 #000000
- **web-safe dark gray**: r:102 g:102 b:102 #666666