the UCSF tagline
“advancing health worldwide™”

contents
meaning and purpose.................................................................28
when to use the tagline...............................................................29
application of the tagline..........................................................30
fixed (locked up) positioning.......................................................31
flexible positioning format.........................................................32-33
tagline color treatment: locked up positioning..............................34
tagline color treatment: flexible positioning.................................35
improper tagline use.................................................................36-37
tagline with related identities: correct usage.................................38-39
tagline with related identities: incorrect usage..............................40-41
tagline within text.................................................................
meaning and purpose

A tagline is a primary marketing message (arguably the primary marketing message an institution makes). Its primacy is established and expressed by its “privileged” position in “lockup” with a corporate identity or institutional signature. No other message, slogan or nomenclature enjoys this graphic pride of place. The UCSF tagline “advancing health worldwide,” developed by campus leaders, the UCSF Foundation and marketing experts, was designed to:

- Articulate our core value
- Proclaim our aspiration and elevate it to the status of an institutional mission
- Differentiate us from competitors
- Identify the impact and effect we have – and aspire to have – as an institution, and the global scope of that ambition
- Give our brand an emotional “charge” that forms a closer, more durable bond with key audiences, including the public at large

“Advancing health worldwide” conveys the immense transformative impact of our collective action on a global scale. It broadcasts our desire and capacity, as individuals and as a diverse university community, to change human lives for the better. As such, it adds a much-needed dimension of humanity to our institutional image. “Advancing health worldwide” was developed to educate key audiences who might be unaware of our mission and to reinforce or expand awareness among those already familiar with it. Finally, “advancing health worldwide” is a way to inspire and proclaim our pride in UCSF.

As with any identity element, thoughtful, consistent and careful application of our tagline will ensure its broad association with UCSF and support both the legal fact and the public perception of its ownership.
when to use the tagline

The UCSF tagline may be used on external and internal communications materials (print and electronic) only after review and by approval of UCSF Public Affairs. Its use may be appropriate for select advertising, marketing and promotional materials (like literature, conference banners and packaging).

Its use is NOT appropriate on official or “corporate”-level applications, like business systems,* architectural signs and other “permanent” media or on diplomas, contracts, academic white papers or checks. The design and format of our official applications are closely aligned with the University of California specifications. The tagline will be featured on the reverse side of business cards.

For criteria about when and how to use the tagline properly, please contact UCSF Public Affairs (info@pubaff.ucsf.edu). All materials that may feature the tagline should be submitted, in advance, to UCSF Public Affairs, for review and approval to ensure proper and consistent application.

* The use of the tagline on letterhead and envelopes is prohibited with one exception: UCSF Development Office has the option of applying the tagline to envelopes on a discretionary basis, especially when correspondence or mailing is tied to fundraising activities. UCSF Development and UCSF Public Affairs should consult regarding these specific applications.
The tagline can be used with the UCSF signature in two ways: with its position fixed (or locked up) to the UCSF signature (as prescribed) and with a defined, flexible placement, proportionally related to the signature. All the standards that relate to maintaining the integrity of the signature (e.g., proper logo use, clear space, minimum size) also apply to the tagline art files.

The tagline should always occur with the UCSF signature, according to one of these two prescribed positioning methods. Potential exceptions to this rule will be reviewed on a case-by-case basis and must be submitted in writing for approval by UCSF Public Affairs, in advance.

**Use of the trademark symbol ™ with the tagline**

The trademark symbol ™ should always be affixed in superscript to the tagline in the tagline signature, at least for an “establishing period” to be determined by UCSF Public Affairs. The trademark symbol ™ should always be affixed in superscript to the tagline in first use in copy in a document (optional thereafter). The trademark symbol ™ should never be rendered in “permanent” media (e.g., architectural signage, vehicular decals).
fixed (locked up) positioning

When the tagline is locked up with the signature, it appears as the baseline of the signature, supported by a rule and stylized typography. This fixed positioning lockup is reserved for the tier 1 UCSF signature only. Tier 2 and tier 3 signatures should employ the flexible positioning format (see page 32).

The minimum clear space should be equivalent to the cap height of the U in the logo (the “U” in the diagram represents this space). So, as the signature increases or decreases in size, the clear space requirements are adjusted proportionally. Whenever possible, please allow for more than the minimum space.

The tagline signature can be used in any size as long as it does not go below a minimum of 1.65” wide. Any scaling should be done proportionally. Note that the tagline signature may not be reduced as small as the standard UCSF signature.
The flexible positioning format was created to give designers alternative signature configurations for special situations where the preferred lockup cannot perform.

The UCSF signature with tagline

advancing health worldwide™

University of California
San Francisco

Tier 2 and tier 3 signatures with tagline

advancing health worldwide™

Public Affairs

the tagline can appear either to the left or to the right of the signature

University Advancement & Planning
Community & Governmental Relations
flexible positioning format (continued)

To use the tagline in its flexible positioning format, a proportional relationship has been developed with the signature. A fixed-size relationship should be maintained between the signature and the tagline when employing the flexible positioning format.

The formula is that the height of the tagline art (from the rule to the descender of the “g”) should be seventy-five percent (75%) of the cap height of the “U” in the UCSF logo.

To protect the integrity of the identity when using the flexible positioning format, the signature and tagline must both appear on the same page in the size proportions indicated. It is preferred that the signature and tagline appear in close proximity, especially when there is a large body of copy or other elements on the same page. Greater flexibility of placement is allowed when there is little or no body copy on the page.

The tagline must never overwhelm the signature.

UCSF signature and tagline relationship

minimum distance
tagline color treatment: locked up positioning

When the tagline is locked up with the signature, the tagline is in black for the two-color and black-only logo; and in white for the reverse logo.
When the tagline is used in a flexible positioning format with the two-color signature, it may be either UCSF teal or black.

See section 5, color palette, starting on page 49 for specific color information.

When the tagline is being used with the black-only logo, it should appear in black. When the tagline is being used with the reverse logo, it should be white.
improper tagline use

Never attempt to re-write, re-draw or re-scale the tagline in relationship to the signature or add extraneous or “competing” graphic elements. The tagline should not be used in any other graphic configuration, type or colors than those prescribed in the UCSF Visual Identity Standards. Never use the tagline over a complicated part of an image or on a color background that hinders its legibility. Never combine the tagline with any mark other than the official UCSF signature.

All rules of usage that apply to the UCSF signature also apply with equal force to application of the tagline signature, unless otherwise indicated. See pages 22 and 23 for further examples of improper signature use. Essentially, any use that makes the signature difficult to read or degrades the integrity of the signature is unacceptable. See samples of improper usage below and on the next page.

---

**improper tagline use**

- do not stretch or distort the tagline in any way
- do not remove the rule from the tagline
- do not re-assign or re-color any part of the signature or tagline

---

**advancing health worldwide™**

---

**advancing health worldwide™**

---

**University of California San Francisco**

---

**University of California San Francisco**
improper tagline use (continued)

- do not try to re-create any part of the tagline using a font
  
  advancing health worldwide™

- do not stack the tagline
  
  advancing health worldwide™

- do not lock up the tagline with a tier 2 or tier 3 signature, the small-size signature or the UCSF watermark

- do not attempt to re-position or re-scale the tagline in relationship to the signature
The two UCSF sub-brands (UCSF Medical Center and UCSF Children’s Hospital) can use the tagline signature in communications. Using the tagline 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.

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 sub-brand signature. This will avoid or minimize visual redundancy.

Art is available from UCSF Public Affairs.
tagline with related identities: correct usage (continued)

correct way to use the tagline signature in a sub-brand one-page piece

To assist during Sasha Cano’s difficult brain surgery, our neurosurgeons called in a specialist—Sasha Cano.

Sasha Cano played an important role in preparing for the surgery—a role she participated in herself. Thanks to an advanced brain mapping technique developed at UCSF, she was able to identify the exact areas of the brain near the tumor, thus enabling the surgeons to more safely remove it.

To learn more about Sasha and her pioneering work in neurosurgical surgery, go to uscfhealth.org/sasha

sample print ad
The UCSF tagline signature is never to be locked up with sub-brand identities (UCSF Medical Center or UCSF Children’s Hospital) or unit identities. The “lockup” relationship is reserved for the UCSF signature.

Do not lock up the tagline with any other sub-brand or logo.
tagline with related identities: incorrect usage (continued)

- do not lock up the tagline with another logo
- do not display the UCSF signature on the same surface as another UCSF identity
The tagline may be used in text, with the following restrictions: “First use” in any document should be (1) in lowercase italics; (2) include the trademark symbol ™; and (3) be preceded by “the UCSF tagline”. Subsequent occurrences in text should be in lowercase italics, and need not receive the ™ symbol, but should be preceded by language that clearly identifies the tagline as a proprietary brand theme, e.g., “The UCSF tagline advancing health worldwide™ was developed by campus leaders, the UCSF Foundation and marketing experts to convey the immense transformative impact we have, as an institution, on a global scale.”

Please note: The use of the UCSF tagline as a webpage label, atop a page or section, is reserved by UCSF Public Affairs.