Logo Usage Specifications

UCSF Health - Radiology

What does UCSF Health consist of?

UCSF Health comprises these major components:

- UCSF Medical Center
- UCSF Benioff Children's Hospitals
- The UCSF School of Medicine Faculty Practice
- The clinical components of the UCSF Helen Diller Family Comprehensive Cancer Center and the UCSF Weill Institute for Neurosciences including Langley Porter Psychiatric Hospital and Clinics

UCSF Health will continue to grow its network through partnerships and affiliations throughout the Bay Area.

Please do not alter the logos in any way

- Do not divide, modify, or redraw the logo in any way
- Do not change any of the logo colors
- Do not tilt or distort the logo
- Do not outline the logo
- Do not use another font
- Do not add any artwork to the logo

UCSF Health resources

Additional information can be found at identity.ucsf.edu. FAQ's, including a complete description of UCSF Health, are at identity.ucsf.edu/faq.

Contact us

If you have any clinical branding questions, please email the Marketing Department at healthbrand@ucsf.edu.

FULL COLOR

Full color is preferred for all brand logo lock-ups. When using the full color UCSF Health logo lock-up, it should appear against white when possible. Avoid placing full color lock-ups on colored backgrounds.

REVERSED WHITE

The UCSF Health logo lock-up may be used reversed out of navy, or any color in the UCSF color palette.

CLEAR SPACE

X = Height of "UCSF"

Clear space around the logo should be free of text or graphics to allow the logo to stand out more effectively.

NAVY

Use the navy logo when only one color is available for print applications, or de-emphasis of the logo is needed after leading with the full color or two color reversed version.

BLACK

Use the black logo when only one color is available for print applications, or de-emphasis of the logo is needed after leading with the full color or two color reversed version.

MINIMUM SIZE

1.25"

MINIMUM SIZE:
1.25" WIDE (31.75 MM)

MINIMUM SCREEN SIZE:
120 PIXELS WIDE

The minimum size of the logo is set to ensure legibility and impact. "UCSF Health" may not be featured smaller than the minimum size of 1.25" wide.