the UCSF IT sub-brand

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components of the sub-brand identity system

Diagrammed here is an example of the UCSF Information Technology sub-brand identity system, showing the visual relationship of the elements. When sub-brand needs to be larger or smaller, the relative scale/relationship of the elements should be maintained, as well as the clear space.

Digital files are available from UCSF Information Technology.
alternate configurations of the sub-brand

In addition to the version on the previous page, the UCSF IT sub-brand is also available in the versions shown here. There is both a stacked and horizontal version of the sub-brand available, and it may be used with or without a descriptor.
specifications for descriptor (stacked version)

When creating a new descriptor for the UCSF IT sub-brand, it is important to follow the examples below to insure a consistent expression of the brand. The descriptor should be typeset in Helvetica Neue Light and should appear in ALL CAPS whenever possible. The CAP height of the descriptor should be half of the space designated by "x" in the examples here.

For long descriptors, please follow the second example for proper spacing rules when breaking the descriptor into two lines.
examples for descriptor (stacked version)

Here are a few examples of correct usage of the descriptor for the stacked version of the UCSF IT sub-brand. Note in the third example how it may be necessary to use lower case letters in some instances.

the UCSF IT stacked configuration

information technology
CAMPUS LOCATOR SYSTEM (CLS)

information technology
VPN

information technology
PASSWORD RESET TOOL
FOR mail@ucsf
When creating a new descriptor for the horizontal version UCSF IT sub-brand, it is important to follow the examples below to insure a consistent expression of the brand. The descriptor should be typeset in Helvetica Neue Light and should appear in ALL CAPS whenever possible. The CAP height of the descriptor should be half of the space designated by “x” in the examples here.

For long descriptors, please follow the second example for proper spacing rules when breaking the descriptor in to two lines.
examples for descriptor (horizontal)

Here are a few examples of correct usage of the descriptor for the stacked version of the UCSF IT sub-brand. Note in the third example how it may be necessary to use lower case letters in some instances.

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the UCSF IT horizontal configuration

- information technology
  - CAMPUS LOCATOR SYSTEM (CLS)

- information technology
  - VPN

- information technology
  - PASSWORD RESET TOOL FOR mail@UCSF
use with UCSF signature

When the UCSF sub-brand appears within the same layout as the UCSF IT sub-brand, it is important to establish full separation and not attempt to link the two sub-brands together. Please refer the examples on this page as a reference.

examples of use with UCSF signature
**full-color sub-brand**

The full-color UCSF IT sub-brand should always appear in the official UCSF brand colors described below. These sub-brand colors should not be altered or modified.

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**full-color sub-brand**

- **official color teal**
  - r: 136 g: 187 b: 187
  - #88bbbb

- **secondary orange muted**
  - r: 255 g: 204 b: 102
  - #ffcc66

- **secondary olive muted**
  - r: 204 g: 204 b: 102
  - #cccc66

- **primary dark blue**
  - r: 0 g: 51 b: 102
  - #003366

- **secondary purple**
  - r: 102 g: 102 b: 153
  - #666699

- **black**
  - r: 0 g: 0 b: 0
  - #000000

---
one-color sub-brand (black and white)

The one-color version of the UCSF IT sub-brand should only be used when it is not possible to use the full-color version. Certain applications such as silkscreen printing, embroidery, newspaper or fax transmission often require a one-color sub-brand. When reversing the sub-brand from black, the sub-brand must always reverse to white and follow the clear space rules provided in these guidelines.

black
r:0 g:0 b:0
#000000

white
r:255 g:255 b:255
#ffffff
one-color sub-brand (UCSF Teal and UCSF Dark Blue)

The one-color version of the UCSF IT sub-brand should only be used when it is not possible to use the full-color version. Applications that require silkscreen printing or embroidery may require a one-color sub-brand. When reversing the sub-brand from UCSF Teal or UCSF Dark Blue, the sub-brand must always reverse to white and follow the clear space rules provided in these guidelines.

one-color sub-brand (UCSF TEAL)

one-color sub-brand (UCSF DARK BLUE)
The minimum clear space required to surround the UCSF IT sub-brand is equal to the lowercase "x" height. This rule applies to all versions of the sub-brand, with or without a descriptor.
examples of correct usage

On the following pages, you will find multiple examples of how to correctly implement the UCSF IT sub-brand. Note that clear space rules are followed in all cases. The horizontal version of the sub-brand is used in applications where vertical space is limited.
examples of correct usage

For this example, vertical space is extremely limited. Therefore, a descriptor is not used.

outlook web application

![Outlook Web Application Screenshot]

Meeting follow-up

Thanks for the meeting this morning. To recap, I will take Beth’s list of IT partners, supplement with a list of IT
examples of correct usage

myaccess.ucsf.edu
examples of correct usage

Here is an example of how to establish proper separation between the UCSF Signature and the UCSF IT sub-brand. Note how they are each aligned in a lower corner of the page, and are not linked to each other directly.

Lorem ipsum dolor sit amet.
Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.
examples of correct usage
examples of incorrect usage

Never attempt to re-draw or re-scale the elements of the sub-brand or add extraneous or “competing” graphic elements. The sub-brand should not be used in any other graphic configuration, type or colors than those prescribed in the UCSF Visual Identity Standards. Never use the sub-brand over a complicated part of an image or on a color background that hinders its legibility. All rules of usage that apply to the UCSF signature also apply with equal force to the UCSF IT sub-brand, unless otherwise indicated. Essentially, any use that makes the sub-brand difficult to read or degrades the integrity of the signature is unacceptable. See samples of improper usage below and on the next page.

- do not stretch or distort the sub-brand
- do not place the sub-brand directly on busy backgrounds or patterns
- do not tilt or rotate the sub-brand
- do not alter the colors of the sub-brand
examples of incorrect usage

do not recreate any of the typography in different fonts

MyAccess

VPN

information technology

information technology

information technology

information technology

information technology

offsite retreat