

Process for Requesting UCSF Logo Lock-ups

Consistent application of the UCSF logo is important to the integrity of the UCSF brand. The University created a system for pairing the UCSF logo with entities throughout campus (called a “logo lock-up”) so the department/program/entity has prominence while affiliating themselves with UCSF.

University Relations created a number of UCSF logo lock-ups for both campus and clinical departments. These can be downloaded via WebDAM from our brand portal (identity.ucsf.edu).

If you are an official UCSF department, program or entity and your logo is not available on our brand portal, you can submit a request to have the logo lock-up created.

To Request a Clinical Logo Lock-Up	To Request a Campus Logo Lock-Up
<p>Email art.director@ucsfmedctr.org with the following information:</p> <ul style="list-style-type: none"> • Your name and role • Your department/entity/program and a description of the department/entity/program • The reason for your request: “I would like a logo lock-up created for xxx department because xxx. The logo lock-up will be used for xxx.” • Your contact information (phone/email) • Your manager’s name 	<p>Email identity@ucsf.edu and copy your department’s Communications liaison with the following information:</p> <ul style="list-style-type: none"> • Your name and role • Your department/entity/program and a description of the department/entity/program • The reason for your request: “I would like a logo lock-up created for xxx department because xxx. The logo lock-up will be used for xxx.” • Your contact information (phone/email) • Your manager’s name • The name of your communications liaison (if known).
<p>Allow three business days for acknowledgement of your request.</p>	
<p>Approval is needed from Medical Center Marketing and based on the predetermined logo hierarchy for clinical entities.</p>	<p>Approval is needed from University Relations and your department’s Communications liaison. Department approval is based on your department’s logo hierarchy.</p>
<p>Once the logo request is approved, Medical Center Marketing will create the logo for you. Medical Center Marketing will determine production time.</p>	<p>Once the logo request is approved, University Relations will work with Documents and Media to produce. Production time is determined by Documents and Media.</p>

Process for Logo Lock-up Creation for Documents & Media

- 1) University Relations receives request from department; request is approved by department's communications liaison.
- 2) University Relations sends request to Documents & Media (DM) – Judy Flannery.
- 3) Using the live type files provided by University Relations, DM designer will create the new logo lock-up. Refer to brand guidelines for technical specifications of logo lock-ups.
- 4) Load .ase files for color conversions. Remove all other colors from palette. Confirm fill color reflects the correct values i.e. C100, M90, Y39, K45.
- 5) Convert document color mode to CMYK or RGB based on the color type.
- 6) For .jpeg export, select highest resolution and convert color mode to RGB
- 7) All eps files should be outlined.
- 8) Judy sends logo lock-up to University Relations for approval.
- 9) DM uploads ZIP file to Box; University Relations checks files and sends to requestor.

Logo Types

Campus Logos: Logos should be created in 12 formats:

- a. Navy, black, reversed
- b. CMYK, PMS, RGB
- c. .eps, .jpg and .png

Navy CMYK .eps	Navy PMS .eps	Navy RGB .eps
Navy RGB .png	Navy RGB .jpg	Black CMYK .eps
Black RGB .eps	Black RGB .jpg	Black RGB .png
White CMYK .eps	White RGB .eps	White RGB .png

+ 2 “Web Only” files (PNG, JPG) with UCSF logo at 133 pixels and total width of 426 pixels. Add white space to the right of the logo to equal 426 pixels.

Files should be saved as Adobe Creative Suite 5 and increase size by 200% with the following naming extension:

UCSF_SubLogo_Department_color_color type (+ file extension)

Entity Logos: 24 files (horizontal, vertical)

+ 2 “Web Only” files (PNG, JPEG) of Tier 2 campus logo lock-up with UCSF logo at 133 pixels and width of 426 pixels.

Files should be saved as Adobe Creative Suite 5 and increase size by 200% with the following naming extension:

UCSF_Entity_Entity Name_Department_color_color type (+ file extension)

Internal Programs:

- Client indicates color
- Rectangle is preferred, however square or band can be used if the length of the program name dictates
- Provide EPS and JPEG files in color
- OR add to a PowerPoint template

External Programs

- Always create local/regional version unless requested otherwise

12 formats – stacked version

Navy CMYK .eps	Navy PMS .eps	Navy RGB .eps
Navy RGB .png	Navy RGB .jpg	Black CMYK .eps
Black RGB .eps	Black RGB .jpg	Black RGB .png
White CMYK .eps	White RGB .eps	White RGB .png

+ Navy EPS version of vertical and horizontal

Partnership: Contact University Relations for all partnership logo lock-up requests