Brand and Graphic Standards

FEBRUARY 2020
A strong visual identity is an important component of our brand. This graphic standards manual is designed to help ensure that UC Davis Health and its entities are presented in a consistent and compelling way across all methods of communication.

This manual provides guidelines for acceptable use of logos, fonts, colors and other elements in print and online publications.

Questions should be directed to Public Affairs and Marketing at hs-marketing@ucdavis.edu or 916-734-9040.
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1.0 Our approach

At UC Davis Health we are driven by the pursuit of new innovations that improve the lives of our patients and people around the world. We see each person as an individual, we listen to their needs, and we bring the most advanced learning to their point of care. This philosophy is core to everything we do, from our leading-edge research to the ways we engage our patients in their care. Our dedication to the science of health gives us a unique perspective for helping patients and developing innovative, personalized treatments.

Our commitment to continuous learning and advancing research comes together at the point of care, when a patient sits across from us seeking guidance. While medical conditions might present in similar ways, we know that every person is unique, and brings an individual — and deeply personal — set of circumstances to the room. We know that by truly listening, and helping our patients participate in their own health and well-being, we can go beyond, and achieve better results.

Our vision
Creating a healthier world through bold innovation.

Our mission
Improving lives and transforming health care.
1.2 Using the UC Davis Health name

When using the UC Davis Health name in written copy, it is important to reference the name in a consistent manner — as “UC Davis Health”. When referring generically to the over-arching entity where the name UC Davis Health has already been used, the term “health system” — in lower case — is still acceptable in moderation.

Please note that “the” should not precede “UC Davis Health”. The use of “the” is incorrect in this example: “At the UC Davis Health, we offer ...”.

Do not abbreviate the UC Davis Health name with “UCDH.” Acronyms should not be used in any context when referencing UC Davis Health or any sub-brand entities (e.g. UCDMC, UCDSOM, UCDCH, etc.).
1.3 Frequently asked questions

Q. What is a brand refresh?
A. In every organization there are points in time when the current identity and market presence need to be refreshed to remain relevant. As markets and communities evolve, it is important to ensure that our image fully represents the leading-edge work that we do and the exceptional patient care we provide.

Based on findings from an extensive brand research effort that was completed in early 2018, we have learned that we have a big opportunity to better tell the UC Davis Health story, build more meaning into our brand, and update our external market presence.

The brand refresh includes taking a closer look at all of our external communication tools and updating them so they better represent who we are and our points of differentiation within today’s competitive market.

Q. What does UC Davis Health encompass?
A. UC Davis Health is the name of our health system and the primary brand for the human health research and clinical care delivery system. It consists of six official sub-brands including: UC Davis Medical Center, UC Davis Children’s Hospital, UC Davis Comprehensive Cancer Center, UC Davis MIND Institute, UC Davis School of Medicine, the Betty Irene Moore School of Nursing at UC Davis — as well as all of our outpatient clinics across northern California.

Q. What are primary and subsidiary brands?
A. The primary brand is the highest-level brand name of an organization that is used to represent all of the offerings/brands that are part of the whole. Subsidiary brands are offerings that reside under or within the umbrella brand that each have a unique name and area of focus but leverage the brand equity of the umbrella brand. At UC Davis Health, we refer to our schools and centers of excellence as our top-level sub-brands.
Q. Why is the UC Davis Health logo changing?

A. In January 2017, our name was changed from UC Davis Health System to UC Davis Health. At that time the only change to the logo was the elimination of the word “system”. The first step in this brand refresh process was to ensure our logo system and brand architecture are optimized to provide the flexibility we need to best communicate the UC Davis Health brand and sub-brands. We identified that our current logo with the horizontal line interfered with our need to create a more flexible and modular system to better accommodate and bolster the names of our subsidiary brands, departments, programs and units. The modifications to the UC Davis Health logo include the removal of the horizontal line and minor spacing adjustments. These changes also allow us to use a horizontal version of the logo when the stacked version is not ideal for a particular application.

Please keep in mind this is a brand refresh (or update), and not a rebrand. The goal is to optimize and retain the outstanding brand equity of UC Davis and UC Davis Health.

Q. Who can use the UC Davis Health logo?

A. If your service represents a patient care service or clinical support area that isn’t directly under one of top-level sub-brands, you should use the UC Davis Health logo in your collateral.

Q. Will the current logos that we use for our centers, departments, and programs change?

A. Yes, they will change over time. To better promote our nationally recognized services, we have devised a new identity system that provides the space needed to give more visibility to our offerings. Some of our names are quite long and the current logo system did not ideally accommodate the application of the name — especially in a small space. The new system provides much more flexibility in application allowing for larger use of the name by eliminating the requirement for a logo lockup.

If you work directly for one of the top-level sub-brands, your logo will be updated into the new logo system. If you work for a separate department within one of the sub-brands, you will use the subsidiary brand logo with your department name used as a type treatment. (See section 2.3)
2.0 Brand logos introduction

Logos are visual indicators of the brand. The UC Davis Health logo promotes “Health” at the center of all we do. It indicates that our resources are organized to provide complete, consistent and coordinated care.

The family of UC Davis Health logos consists of a primary brand logo and a select number of sub-brand logos representing the spectrum of UC Davis Health operations. These logos have been created in a specific spatial relationship of elements which cannot be altered.

Logo files should always be obtained directly from Public Affairs and Marketing or downloaded from health.ucdavis.edu/graphicstandards. The graphic standards website contains the art files for all approved UC Davis Health logos.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.
Brand logos – configurations

2.1 Configurations – primary

The primary brand signature is the most prominent representation of the UC Davis Health brand and represents the “Health” enterprise and campus as a whole. The primary UC Davis Health brand is configured to appear on its own or in conjunction with the range of sub-brands and units that comprise UC Davis Health.

The two-color (gold and navy) stacked logo, on a white background, is the preferred usage of the primary logo.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.
2.2 Configurations – sub-brands

UC Davis Health consists of six official sub-brands including: UC Davis Medical Center, UC Davis Children’s Hospital, UC Davis Comprehensive Cancer Center, UC Davis MIND Institute, UC Davis School of Medicine, and Betty Irene Moore School of Nursing at UC Davis.

The two-color (gold and navy) stacked logo, with the sub-brand in navy, on a white background, is the preferred usage of sub-brand logos.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.

UC Davis Medical Center

Two color: PMS 110 Gold, PMS 301 Navy

One color: PMS 301 Navy

Black and white: 100% Black
Sub-brands continued

The two-color (gold and navy) stacked logo, with the sub-brand in navy, on a white background, is the preferred usage of sub-brand logos.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.

UC Davis Children’s Hospital

Two color: PMS 110 Gold, PMS 301 Navy

One color: PMS 301 Navy

Black and white: 100% Black
Brand logos – sub-brands

Sub-brands continued

The two-color (gold and navy) stacked logo, with the sub-brand in navy, on a white background, is the preferred usage of sub-brand logos.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.

UC Davis School of Medicine

UCDAVIS SCHOOL OF MEDICINE

Two color: PMS 110 Gold, PMS 301 Navy

UCDAVIS SCHOOL OF MEDICINE

One color: PMS 301 Navy

UCDAVIS SCHOOL OF MEDICINE

Black and white: 100% Black
Sub-brands continued

The two-color (gold and navy) stacked logo, with the sub-brand in navy, on a white background, is the preferred usage of sub-brand logos.

No logos other than those shown in this standards document should be used to represent any UC Davis Health entity without prior approval from Public Affairs and Marketing. Should a new or additional logo be approved, Public Affairs and Marketing will create the new logo and make it available in digital format.

Betty Irene Moore School of Nursing at UC Davis

UC Davis Health | BETTY IRENE MOORE SCHOOL OF NURSING

Two color: PMS 110 Gold, PMS 301 Navy

One color: PMS 301 Navy

Black and white: 100% Black
Brand logos – departments and units

2.3 Configurations – tertiary or department/unit type treatments

UC Davis Health’s brand standards do not include custom program or center logos other than the primary and sub-brand logos included in this document. It instead relies on the strength of the overall UC Davis Health brand.

Individual entities falling under the UC Davis Health brand are provided a typographic solution that allows their name to be prominently displayed in conjunction with UC Davis Health.

Departments and units should work with Public Affairs and Marketing and email hs-marketing@ucdavis.edu to request a typographic solution.
Brand logos – departments and units

Tertiary or department/unit type treatments continued

Department and unit names and sub-brands sometimes are coupled with a program or office name associated with the department or sub-brand. In these cases additional font formatting extends from the base titling setup.

These examples illustrate how department or program treatments appear with the primary UC Davis Health logo. An illustration of a sub-brand for an office within the UC Davis School of Medicine is also shown.

Departments and units should work with Public Affairs and Marketing by emailing hs-marketing@ucdavis.edu and requesting a typographic solution.

Department and unit variations

Variations include extending the gold rule to add program names in Proxima Nova Bold.

Sub-brand with program title

Programs for sub-brands are centered below the logo in Proxima Nova Light.
Brand logos – colors

2.4 Primary colors

Print colors
UC Davis Health’s logos are comprised of two primary colors:

- UC Davis Gold (PMS 110)
- UC Davis Navy (PMS 301)

These colors help identify materials as part of the overall brand of UC Davis Health. They should be the primary colors used in all communications and materials.

Web and digital colors
The presentation of online communication differs from printed communications. The web colors for these logos are a specification optimized for digital use.

The appropriate file format for UC Davis Health web or digital logos is a PNG.

Please note: Web and digital colors are designed to view well on screens and are different than print colors. So if you use a print version of the logo along side the digital version of the logo, the colors will not match. It is important to use the correct version of the logo for print and screen in order to ensure consistent color in all communications.
2.4 Secondary colors

The primary brand colors of gold and navy should be maintained as the main base of color for all communications.

Some communications require additional content such as custom charts and graphics. In these instances a secondary color palette can be drawn from in support of the content.

Secondary color use should be defined by graphic needs (charts or graphs), or through the selection of imagery.
Brand logos – usage

2.5 Clearspace

Providing clear and uncluttered space around the logo helps the audience see it quickly and reinforces our brand. This is called clearspace. It is important to follow clearspace requirements. The minimum spacing requirement is 0.25 inches and should always be used when placing the primary or sub-brand logos into a printed design.

In printed materials, the logo should be at least 0.25 inches in height. For specialty advertising purposes, such as putting the logo on a pen, consult Public Affairs and Marketing for optimum art and sizing.

Minimum size requirement

You can determine how much clear space should be provided around the signature by using the width of the “D” in UC Davis. This is also called the “staging” area. This area is indicated by the bounding box built into every digital logo file.

Minimum spacing requirements

Maintain minimum clearspace on white.
2.6 Approved usage – primary

The two-color (gold and navy) primary logo on a white background is the preferred usage of the primary logo.

Logos should be used in single-color versions sparingly, but when appropriate for the design of the materials. When the logo must appear in one color, solid black, white, or UC Davis Navy are approved. An all-white logo can be used at times on the navy background. As an exception, the logo can appear in all gold embroidery on navy uniforms or scrubs.

One-color usage

Preferred usage

The preferred usage and position for the primary logo is the color logo on a white background placed in the upper left corner of a layout. The logo can be aligned with titles, but a gold divider rule should be used as an organizing device for the titling. See layout guidelines, for details.
Brand logos – usage

2.6 Approved usage – sub-brand

The two-color (gold and navy) sub-brand logo on a white background is the most common usage of a sub-brand logo.

When the logo must appear in one color, solid black, white, or UC Davis Navy are approved. An all-white logo can be used at times on the navy background, but should only be placed in a clear area of the layout.

One-color usage example

The common usage for the sub-brand logos is on white background placed in the top area of a layout.
2.6 Incorrect usage

Brand consistency is essential to build and maintain the institution’s reputation. The incorrect usage of the logo erodes that consistency.

The examples on this page illustrate potential problems and misuses to avoid. These examples extend to sub-brand logos as well.

Do not create your own logo or recreate any UC Davis Health logo with text. Departments, units, programs or sub-brands of UC Davis Health are not permitted to develop their own logo. Public Affairs and Marketing is responsible for creating logos as designated by UC Davis Health leadership.
3.0 Use Guidelines

When creating materials, such as fliers, brochures, invitations and others, it is essential to correctly apply UC Davis Health brand elements to your communication. Using the correct colors, fonts and layout proportions are key to the visual consistency of the brand.

General Use

Digital file templates are available for download to all UC Davis Health employees and partners. These general-use guidelines provide the key elements to ensure consistent communications.

Marketing Use

Specialty or more design-intensive layouts are managed by Public Affairs and Marketing. Additionally, departments may work with Marketing to get training on how to prepare their own communications.

Digital Use

Websites and digital materials are prepared by the Public Affairs and Marketing Digital Communications team. Website design needs should be reviewed by Digital Communications to ensure consistent web and online communications.
3.1 Fonts and typography

When fonts and typography are used consistently, it helps unify messaging and creates familiarity. These guidelines assist with consistent department and unit titling and copy treatments for visual layouts.

The primary typeface for UC Davis Health is **Proxima Nova**. The font contains several different weights, including light, regular, semibold, bold, extra bold and black.

Proxima Nova Light is the default weight for body copy. Body copy should be set with ample leading for legibility and readability.

Headlines and subheads are always Proxima Nova regular or bold. Subheads can be set up to 2 pts. larger than body copy.

Bullet lists should be formatted with a small square bullet and be set in Proxima Nova Regular for emphasis. Title and sentence case use are preferred.

In cases where Proxima Nova is not available, use Arial Regular and Bold as a substitute.

**Please note:** Proxima Nova requires a $15 per computer font license. To purchase and have this font installed, submit a font order request through UC Davis Information and Educational Technology.
Use and layout guidelines

Fonts and typography continued

Berkeley Oldstyle is a serif font and is a secondary typeface for UC Davis Health.

Serif fonts have decorative cross lines at the end of each character stroke and which give it a distinctly different look than Proxima, which is a sans serif font.

Berkeley Oldstyle should be used only when a serif font is preferred or necessary. Examples include formal invitations or certificates.

Please note: Berkeley Oldstyle is available for free. To have this font installed, submit a font order request through UC Davis Information and Educational Technology.
Use and layout guidelines

Fonts and typography continued

To help with textual consistency throughout all UC Davis Health branded communications, use this preferred example of font hierarchy as a guide for marketing collateral.

Example of preferred font use

**Headline will go here on one to three lines**

Mus doluptata quae alitatus, nulp los quiae pediatu eiciis nonseque pellupta

Occum illabori ut esto core, ut exceti usdant quiet doles est aiquanuris mosti bea istium dolupta spitatem nos es a derum quaescias ipsum nus acit restiorrum alis essunditiu.

**Ehenimin dolupta spitatem onsedit**

Con re volori aliquam il il esera velitiberum ipsanimint que officitaie none mint facetsec totatestorio volecerspel il inus. Quamendlic

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- Minciae nonseque consenihicab idust secusveni officidebit odi doles
- Sequo doluptum fugitiati beaquias ut et voluptis maximus ut in cusant maio id moluptatia volum essimaion voluptat.
Use and layout guidelines

3.2 Photography and Illustration

Photography and illustrations are some of our most widely used and influential brand assets. Whether pulling from the UC Davis Health photo library, commissioning a photo shoot, or finding stock imagery, high-quality photos are critical to creating genuine and authentic communications that reinforce our brand.

**Photography**

**Style considerations and selection**

Photographs should illustrate positive patient engagement and healthy outcomes. Think of the message a photo or groups of photos communicate. Imagery should be light, bright and healthy in nature.

Avoid staged portrait-style shots. Try to show appropriate, natural, authentic, contextual interactions wherever possible. Avoid posed, looking-at-camera shots whenever possible.

Be sure to always include a human element. Buildings and technology — while impressive — are often cold or stark, and don’t communicate health when used on their own. If using a building or featuring technology in an image, the focus should include a person or people engaged in a meaningful way within the context of the photo.

**Photography and Illustration Consent**

Obtaining proper consent when taking and using photographs is crucial — especially with patients or their families — for legal and privacy reasons. For information on HIPAA consent forms and instructions, please contact Public Affairs and Marketing.
Use and layout guidelines

3.3 Layout best practices

Layout best practices are the consistent application of elements, allowing you to put the pieces of the visual system together. This helps create a cohesive look and feel that is unique to UC Davis Health. The result builds consistency and recognition across materials, by reinforcing a set of brand elements in each layout.

The UC Davis Health logo should appear in the top left of most layouts, either as primary or sub-brand logos, or as department and unit titling. Clean, white backgrounds convey openness and foster clarity across communications.

Gold and navy color bars reinforce the main color palette and provide an organizational layout structure for headlines and imagery.

Navy color fields or boxes also are useful layout devices for lending emphasis and visibility to key action content areas, such as contact information and calls to action.

White space and color bars
Use and layout guidelines

3.4 Co-branding

When visually representing more than one institution or partner, the UC Davis Health logo should be treated equally to other institution and partner logos where applicable, meaning it should appear the same size.

Our preference is that the UC Davis Health logo be prominent in the layout. Use the color logo if it does not clash with the partner color palette.

World-class, comprehensive care for expectant mothers, preemies, infants and children – right here at home.
3.4 Co-branding

Partnerships and affiliations

Logo lockups

When visually representing our brand with other medical partnerships or affiliations, the UC Davis Health horizontal one-color logo or sub-brand logos (depending on partnerships and affiliations) should always be used.

Note: This alternate configuration is only approved for limited use in occasions where the stacked logo does not fit.

The description line is always set in Proxima Nova Semibold caps.

All co-branding materials and logo lockups must be approved by the Public Affairs and Marketing Department. For additional questions, email hs-marketing@ucdavis.edu.

Defining brand partners and affiliates

The decision to use the university name, UC Davis Health, and the names and/or logos of its brands, is at the full discretion of the university and subject to ongoing UC Davis Health approvals, which can be revoked based upon criteria outlined in the partnership, affiliation, or center of excellence agreement.
3.4 Co-branding

Partnerships and affiliations

Applications
Refer to the design specifics on the previous page for fonts, logo size requirements, and preferred placement when applying these solutions to signage, print materials and other usage.

When appropriate for print applications, you may use the two-color horizontal logo. For newsprint, please use the one-color logo.

All signage and print materials must be approved by the Public Affairs and Marketing Department. For approval or for additional questions, email hs-marketing@ucdavis.edu.

Full Partner

Affiliation

Center of Excellence
3.4 Co-branding

Clinics

Logo lockups and signage application

When visually representing our logo in neighborhood clinic locations, the UC Davis Health location line should be in Proxima Bold all caps for brand consistency and readability. There are both vertical and horizontal configurations in order to maximize legibility on various building monument ratios and allotted space and restrictions. The primary solution includes the clinic name reversed out of bar, and there is also an alternative, no bar solution. Signage color should be in our primary brand color whenever possible:

UC Davis Navy

PMS 301
C = 100
M = 56
Y = 0
K = 34

Acceptable alternatives (white, brushed aluminum, etc.) may be used when necessary and with approval.

All applications must be approved by the Public Affairs and Marketing Department. To request these lockups, to receive approval on lockups, or for additional questions, email hs-marketing@ucdavis.edu.
Every communication helps build the UC Davis Health brand. Use these templates and examples to align your communications with the UC Davis Health brand.

4.0 Business system

Printed stationery is an integral part of expressing the identity in written communications. The consistency of the identity is also closely related to the proper formatting and use of each component in the stationery package.

Business system components include:

- Business cards
- Letterhead
- #10 envelope
- Note pad

All business system items should be ordered through UC Davis Repro Graphics.
Business system continued

Email signatures are consistent with business card formatting. Please download the signature information from the graphic standards website.

Specifications for email signatures:

- Font type is Arial
- Name is 10 pt. bold type
- All text below name is 9 pt. type
- Single space after name/title block
- Name of service area is bold
- Single space after address
- Primary phone number is bold
- Logo at designated size (do not alter the logo file)
- Signature uses UC Davis Navy for text (R = 26, G = 62, B = 104)

Please note: This is a Word document available online to aid in set-up.

Applications and templates – general use
Applications and templates – general use

Business system continued

Repro Graphics can help customize contact and return address information on formal letterhead.

Electronic versions of the general UC Davis Health letterhead in Word are available for you to download under the Marketing Templates section of the UC Davis Health Graphic Standards website.

Use the following type specifications and layouts when formatting letters on letterhead.

All correspondence is to be formatted using Proxima Nova Regular, font size is 10 pt. Format and margins are set as shown.

Please do not change size or type style. Do not change the correspondence margins.
Applications and templates – general use

4.1 Presentations

When creating a PowerPoint presentation, start with one of the available PowerPoint templates. Save your preferred template with your presentation name and place your own content into the slides.

The templates are set up as widescreen (16:9), designed to fit current presentation displays. If converting a PowerPoint to a video format, be sure to use the 16:9 ratio template.

For optimal flexibility, the templates have multiple cover pages built-in to the Slide Master. Visit the Marketing Template page on the Graphic Standards website for a complete list of primary and sub-brand templates.
4.2 Communication templates

When creating a flier or newsletter, start with a template. Select the template that most closely matches your program’s message.

Flier templates are available in Adobe InDesign and Microsoft Word. Please use InDesign whenever possible to achieve the highest level of quality. Newsletter templates are available in Word.

When creating or printing materials that have bleeds — where the color extends off the edge of the page — be sure to work with a professional printer such as UC Davis Repro Graphics or the health system’s duplicating services.

Desktop printers cannot accommodate bleeds. They will change the scale of the document and print a white margin around the edge.

Other templates available for download include: brochures (InDesign files only), pocket folders (available for purchase through UC Davis Repro Graphics), blank note cards and administrative documents like agendas (available in Microsoft Word).

Note: The primary typeface for UC Davis Health is Proxima Nova. Refer to page 23 for font guidelines.

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Sample print templates for download

<table>
<thead>
<tr>
<th>Fliers</th>
<th>Newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Flier template" /></td>
<td><img src="image2.png" alt="Newsletter template" /></td>
</tr>
</tbody>
</table>

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Trifold brochures

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UC Davis Health Brand and Graphic Standards
Applications and templates – general use

4.3 Social media

Social media is a powerful outreach tool and gives UC Davis Health the opportunity to connect with our audiences and disseminate relevant news to the community.

The use of the UC Davis Health logo in social media profile pictures is reserved for the UC Davis Health master brand. All other departments and groups should use iconic and identifiable photographs.

We are currently updating brand standards for social media. Before starting a new account or for any questions related to brand on social media, please contact Lauren Suedkamp at hs-socialmedia@ucdavis.edu or by phone at 916-734-9111.

Social media examples

Logos for social media images

Additional sub-brand configurations are optimized for signage or digital and social media applications.
4.4 Websites

Almost all sub-brands, department/units and communications campaigns have a digital component or Web presence.

Public Affairs and Marketing is currently updating mastheads and brand standards for websites to reflect the new brand. For any technical or brand related questions contact Digital Communications at hs-webcommunications@ucdavis.edu.
4.5 Apparel and merchandise

Here are some examples of how the primary logo is placed on UC Davis Health-branded apparel and merchandise. Any branded apparel other than scrubs using the UC Davis Health logo must be approved by Public Affairs and Marketing.

Care must be given to each embroidered application. Proper thread count, material selection and fabric color should be carefully chosen. Fabrics with a tight weave are best for embroidery. The logo should not be smaller than 1” in height, and white or navy fabrics are preferred.

The logo cannot be modified on apparel or merchandise. Text or other graphics should not be grouped with the primary logo.
4.7 Print collateral – marketing

UC Davis Health policy requires that Public Affairs and Marketing sign-off on all publications designed for external use. Vendors should work with their UC Davis Health project manager to obtain approvals. Employees preparing patient or public-facing communication materials should contact Public Affairs and Marketing for approval prior to printing.

Several templates are available under Marketing Templates on our website at health.ucdavis.edu/graphicstandards.

Public Affairs and Marketing can help customize or create alternate sizes and pieces to fit service line or department needs. Please email hs-marketing@ucdavis.edu to request content development or design support.

Collateral prepared by marketing

Brochures and trifolds

UC Davis Health

Choosing UC Davis Health for your care

UC Davis Health

Choosing UC Davis Health for your care

Choosing UC Davis Health for your care

Choosing UC Davis Health for your care

Choosing UC Davis Health for your care
4.8 Advertising – marketing

Advertising and promotion of the UC Davis Health brand serve to further elevate its reputation in the market. Most marketing campaigns are managed by Public Affairs and Marketing. They work with a centralized media buyer to promote the UC Davis Health brand across a variety of print, broadcast and digital media.

Individual departments/units should not purchase advertising space or sponsorships. If you have a special promotion or service-line marketing need, please contact Public Affairs and Marketing at hs-marketing@ucdavis.edu.
4.9 Permanent signage – facilities

Environmental signage is one of the most visible expressions of the UC Davis Health identity system.

If you’re working on a signage or wayfinding projects, please start by contacting Facilities Design and Construction to provide guidance. All signage must follow UC Davis Health standards and be approved by Facilities with involvement by Public Affairs and Marketing.

Sample building ID – exterior signage

Sample single-color building entry signage
5.0 Best practices for video

Videos are a widely used medium and influential brand asset. They help capture the audience’s attention, promote an emotional connection, and create genuine and authentic communications that reinforce our brand. They should always illustrate positive UC Davis Health patient engagements, education, research, and healthy outcomes.

Before producing a video, it’s best to have a clear vision and a goal. Every video should:

- Be visually interesting, short, simple and moving
- Be consistent in style, tone and messaging. Focus on telling a complete and compelling story as concisely as possible. In general, storytelling videos should be around 1 to 3 minutes
- Follow UC Davis Health brand standards and visual identity guidelines
- Use properly exposed and thoughtful frames
- Capture clean audio
- Have simple supplemental graphics

- Always include a human element. This helps convey authenticity, intimacy, and relatability. Buildings and technology — while impressive — are often cold or stark, and don’t communicate health when used on their own. If using a building or featuring technology in a video, the focus should include a person or people engaged in a meaningful way within the context of the video.

Visual style considerations

Using videos with a consistent application of the UC Davis Health visual identity gives strength to our overarching brand presence. When executed well, this gives UC Davis Health the opportunity to create connections with our audiences while disseminating relevant news, research endeavors, and positive patient outcomes.

Font treatments

Proxima Nova is our primary typeface. Headlines, titles and body text are always Proxima Nova regular or bold.

EXAMPLE

Proxima Nova Bold

Subject names should be set to bold and 66 pt. Titles and body text should be set to regular and 36 pt. However, font size adjustments can be made depending on resolution and readability.

In places where Proxima Nova is not available, use Arial Regular and Bold as a substitute.

UC Davis Health employees please note:

Proxima Nova requires a $15 per computer font license. To purchase and have this font installed, submit a font order request through UC Davis Information and Educational Technology.

Color treatments

The presentation of online communication differs from printed materials, so the colors are a specification optimized for digital use only. When using the primary colors, UC Davis Navy and UC Davis Gold, always follow the web color swatch.

<table>
<thead>
<tr>
<th>HEX</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>#002855</td>
<td>R = 0  G = 40  B = 85</td>
</tr>
<tr>
<td>#DAAA00</td>
<td>R = 218 G = 170 B = 0</td>
</tr>
</tbody>
</table>
Video use and guidelines

Best practices for video continued

B-roll
B-roll is engaging supplemental footage that supports or adds depth to the content. It should be used whenever possible. Be sure to capture motivated shots; look for a variety of sequences including wide, medium and tight; and minimize “talking heads” by incorporating images that complement the content.

Lighting
Lighting is an important part of a video and should be used effectively. Natural light and shallow depth of field help keep the focus on the subject and prevents backgrounds from being too distracting. Always keep your light color temperatures consistent and make sure your camera is set to the correct white balance setting.

Audio
Always make sure your video has clean and clear audio. When shooting a video, especially interviews, pay attention to environmental noises. Avoid interviewing around large crowds or nearby parking lots as these areas could impair audio quality.

Shooting for mobile
If you are using a mobile device to capture video for social media be sure to shoot the footage horizontally.

Opening slide (optional)
The opening slide of a video helps increase brand presence and awareness. Opening slides are optional, however, if included they should feature an official primary or sub-brand logo, or a tertiary department/unit type treatment. Primary and sub-brand logos are positioned in a specific size and spatial relationship. This relationship cannot be altered. Avoid creating your own logos.

In most cases, use a basic dissolve and slow push for three seconds to introduce the logo in an opening slide.

End credits and closing slides
End credits are used to acknowledge others involved in the production of videos and to give attribution to music or supplemental graphics. End credits should appear after the main content is finished and before the ending closing slide. The ending credits slide should follow brand fonts, color treatments and proper naming conventions.

Closing slides provide an opportunity for audiences to take action. They should feature an official primary or sub-brand logo, tertiary department/unit type treatment, and a call to action (depending on the context of the video). Each logo is positioned in a specific size and spatial relationship. This relationship cannot be altered. Avoid creating your own logo.

In most cases, use a basic dissolve or fade-out transition to introduce the logo in a closing slide. However, if the video has a fast, upbeat tone, a transition is not needed. In either case, the ending transition should fit with the tone of the video.

Please note: Videos may be subject to approval by Public Affairs and Marketing.
Best practices for video continued

Lower thirds
A lower third is a graphic overlay that is used to introduce and identify a subject featured in a video. It includes the person’s name, title, and department in a designated area on the screen. The lower third should be introduced during the subject’s first speaking appearance. Exceptions include:

- If the first scene of the interviewee is less than two seconds, wait until the next, longer clip to introduce the subject.
- If the first scene is a close-up, wait to place the lower third on a medium or wide shot. If there are only close-up shots, use a floating title (see right).

Lower third design and naming conventions
It is always important to identify subjects in a video to provide context and credibility. Naming conventions should follow this order:

**Line 1:** Name and credentials  
**Line 2:** Title  
**Line 3:** Branch of UC Davis Health

Please note: If a faculty member holds multiple credentials, use the one title that is most relevant to the video.

Lower third exceptions — floating titles
A floating lower third may also be used with proper contrast between the text and the background.
Video use and guidelines

Best practices for video continued

Post production/technical standards

Rendering and output

**ASPECT RATIO**
Recommended aspect ratio is 16:9

**RESOLUTION**
High definition (HD) video at either 1280x720p or 1920x1080p

**RENDER FORMAT**
H.264

**VIDEO FRAME RATE**
30fps (29.97) or 24fps (23.976)

**ASPECT**
Square pixels

**AUDIO CODEC**
AAC

**SAMPLE RATE**
48000 kHz

**CHANNELS**
16 bit Stereo

**AUDIO QUALITY**
High

**BITRATE (KBPS)**
256

**RENDER QUALITY**
High

**VIDEO FORMAT**
Preferred file types to upload to YouTube: Quicktime (.mov) and MPEG (.mp4)

Please note: Adobe Premiere Pro is the recommended program for video production.

To purchase licenses individually or for a department, please submit a order request through UC Davis Information and Educational Technology.

**Cover thumbnail**
Introduce your video with a high-res thumbnail. This thumbnail can either be a still from the video or a photo relevant to the story.

**Closed captioning**
Closed captioning or subtitling, is an on-screen visual transcription of the audio portion of the video. This alternate text is required and mandated by law. Many video platforms, such as YouTube, offer automatic captioning, but this can lead to errors, especially when the audio quality is low. It’s important to check and edit automatic captioning or have your video transcribed by a professional.

**Use of music**
Incorporating music can add flair to a video. However, it’s important to choose music that fits within the context of your video. Music can be subtle, upbeat and driving in terms of pace.

**Transitions**
Transitions act as a subtle and smooth cut to the next shot or sequence in a video. Videos should always have basic dissolve transitions with the speed adjusted accordingly. Avoid overuse and only use transitions when necessary.

**Video optimization and file naming**
Naming conventions and search engine optimization (SEO) for videos not only helps your brand have a presence in Google and YouTube’s organic search results but also helps improve the volume and quality of traffic to your videos.

**File naming conventions**
Video files should always be descriptive of the content, relatively short, and contain keywords, lowercase letters and hyphens.

Avoid using special characters such as `~` ! @ $ % ^ & * ( ) ` ; < > ? [ ] { } ‘ ” | and spaces.

Example of a correct file naming convention: a-healthier-world-through-innovation.mp4
Best practices for video continued

Uploading videos to YouTube

YouTube is one of the largest search engines in the world and including video descriptions can help viewers find your videos more easily.

It is important to always include a description with search-friendly keywords. Keywords are terms viewers use to search for specific information and including them in an overview of your video can help viewers find and learn more about its contents.

Descriptions should be concise and contain natural language. Make sure the first few lines give a unique description of the content and include a call to action. Leave the rest of the text (what shows up once the viewer clicks “Show more”) for explanatory information, social links, etc.

Always include https: for web addresses when providing a call to action.

Example of a call to action:
To learn more about our services, visit https://health.ucdavis.edu

Consents and Copyright

Obtaining proper consent when taking and using videos is crucial — especially with patients or their families — for legal and privacy purposes. Any UC Davis Health patients featured in a video, must fill out consent forms to use their image and/or voice in recordings. For more information, please contact Public Affairs and Marketing at hs-marketing@ucdavis.edu.

Copyright laws apply anytime a video is posted online for public use. Photos, graphics and music must be copyright cleared or have permission to use. If permission has not been acquired, materials cannot be used. Be sure to check copyright for any multimedia used in your video.