

# Brand and Graphic Standards

JANUARY 2026



# Why brand and graphic standards?

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 [marketing@health.ucdavis.edu](mailto:marketing@health.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 mission

Grounded in equity, we provide unparalleled care across California, transforming lives and communities. Our teams research and develop trailblazing therapies and technologies, educate and prepare a future-ready workforce, and drive excellence into all we do.

#### Our vision

Tomorrow's Health Care Today.

#### Our Values

Kindness, Trust, Inclusion.

#### Our Patient Promise

Patients are at the center of everything we do.

# UC Davis Health

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## 1.1 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.).

## 1.2 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 seven official sub-brands including: UC Davis Medical Center, UC Davis Children's Hospital, UC Davis Comprehensive Cancer Center, UC Davis MIND Institute, UC Davis Rehabilitation Hospital, UC Davis School of Medicine and 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 did the UC Davis Health logo change?

- 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 were 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 was a brand refresh (or update), and not a rebrand. The goal was 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 the top-level sub-brands, you should use the UC Davis Health logo in collateral.

## 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](https://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

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## 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.**

### Primary brand – stacked, preferred configuration

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### Primary brand – horizontal, alternate configuration

*(Approved for limited use only in occasions where the stacked logo does not fit.  
To request use of this logo, contact [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu).)*

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# Brand logos – sub-brands

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## 2.2 Configurations – sub-brands

UC Davis Health consists of seven official sub-brands including: UC Davis Medical Center, UC Davis Children's Hospital, UC Davis Comprehensive Cancer Center, UC Davis MIND Institute, UC Davis Rehabilitation Hospital, UC Davis School of Medicine and the 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.**

### UC Davis Medical Center

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Two color: **PMS 110 Gold, PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.

### UC Davis Children's Hospital

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Two color: **PMS 110 Gold**, **PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.**

### UC Davis Comprehensive Cancer Center

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Two color: **PMS 110 Gold**, **PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.**

### UC Davis MIND Institute

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Two color: **PMS 110 Gold, PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.

### UC Davis Health Rehabilitation Hospital

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Two color: **PMS 110 Gold**, **PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.**

### School of Medicine sub-brand logo usage

The School of Medicine sub-brand logo should only be used for student facing (includes residents and fellows) print and digital materials, research posters (refer to our research poster templates), and faculty and staff business materials and presentations.

Please do not use School of Medicine logos on any patient facing deliverables. Always refer to the UC Davis Health primary brand logo for any patient related print and digital materials.

For specific requests or concerns, contact Public Affairs and Marketing at [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu).

### UC Davis School of Medicine

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Two color: **PMS 110 Gold, PMS 301 Navy**



One color: **PMS 301 Navy**



Black and white: **100% Black**

# Brand logos – sub-brands

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## 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.**

### School of Nursing sub-brand logo usage

The School of Nursing sub-brand logo should only be used for student facing (includes residents and fellows) print and digital materials, research posters (refer to our research poster templates), and faculty and staff business materials and presentations.

Please do not use School of Nursing logos on any patient facing deliverables. Always refer to the UC Davis Health primary brand logo for any patient related print and digital materials.

For specific requests or concerns, contact Public Affairs and Marketing at [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu).

### Betty Irene Moore School of Nursing at UC Davis

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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 – departments and units

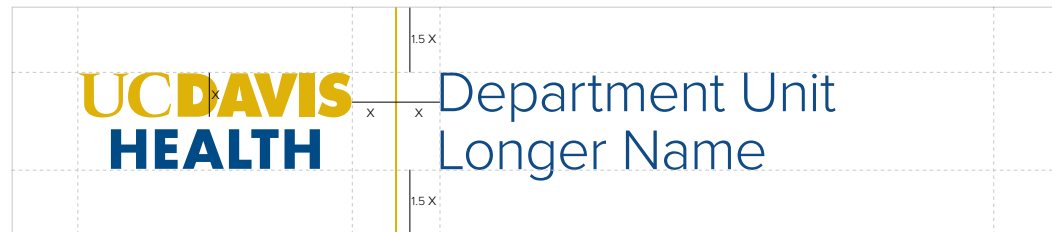
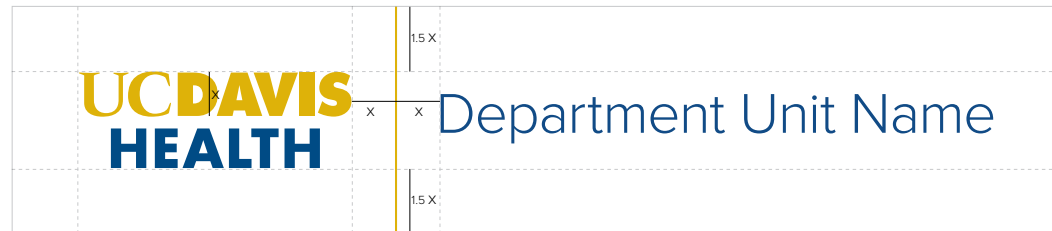
### Tertiary or department/unit wordmarks

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 [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu) to request a typographic solution.

### Department and unit configurations



# Brand logos – departments and units

## Configurations – departments and units 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.

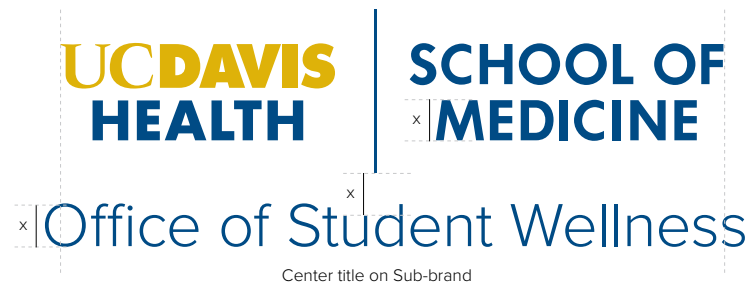
Departments and units should work with Public Affairs and Marketing by emailing [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu) and requesting a typographic solution.

## 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 – Believe in Better

## 2.4 Improving health for all

UC Davis Health's Believe in Better brand campaign highlights initiatives where we're working with community partners to advance health and wellness beyond our hospital and clinic walls.

By showcasing these efforts, their importance, and their impacts, we aim to inspire a belief in our people, patients and community that removing barriers to health is possible when we work together.

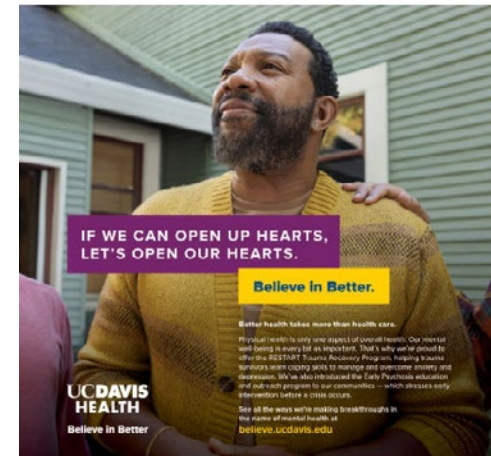
### Believe in Better logo lockup

The Believe in Better logo lockup should only be used on materials (e.g., internal communications, e-newsletters, patient facing deliverables) that support our Believe in Better initiatives.

To use the Believe in Better logo lockup, please contact [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu) for evaluation and approval.

**Please note:** The Believe in Better logo lockup should not be used on physician facing, fundraising, or business materials including letterheads, business cards, or presentations. Always refer to the UC Davis Health primary brand logo or sub-brand logos for these items.

## Campaign Ads



# Brand logos – colors

## 2.5 Primary colors

### Print colors

UC Davis Health's logos align with UC Davis color guidelines and 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 digital communications 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.

### Print



**UC Davis Navy  
for print**

#### PMS 301

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

#### For Word documents

R = 0  
G = 75  
B = 135



**UC Davis Gold  
for print**

#### PMS 110

C = 0  
M = 19  
Y = 100  
K = 15

#### For Word documents

R = 218  
G = 170  
B = 0

### Digital



**UC Davis Navy  
for screen**

#### HEX

#022851

#### RGB

R = 2  
G = 40  
B = 81



**UC Davis Gold  
for screen**

#### HEX

#FFBF00

#### RGB

R = 255  
G = 191  
B = 0

# Brand logos – colors

## 2.6 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 used in support with the content.

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

**Please note:** The secondary color combination examples below are not exhaustive and are pictured to merely provide possibilities and guidance when choosing secondary colors for supporting content.



HEX #F18A00

**PMS 144**

C = 0  
M = 50  
Y = 100  
K = 0

RGB 241/138/0



HEX #00B2E3

**PMS 306**

C = 75  
M = 0  
Y = 5  
K = 0

RGB 0/142/170



HEX #76236C

**PMS 255**

C = 53  
M = 96  
Y = 10  
K = 24

RGB 118/35/108



HEX #3DAE2B

**PMS 361**

C = 68  
M = 0  
Y = 100  
K = 0

RGB 61/174/43



HEX #C10230

**PMS 200**

C = 3  
M = 100  
Y = 70  
K = 12

RGB 193/2/48



HEX #B3B3B3

**PMS Cool Gray 5**

C = 31  
M = 25  
Y = 25  
K = 0

RGB 179/179/108

### Acceptable secondary use examples



### Unacceptable secondary use examples



# Brand logos – usage

## 2.7 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 branding on a pen, consult Public Affairs and Marketing for optimum art and sizing.

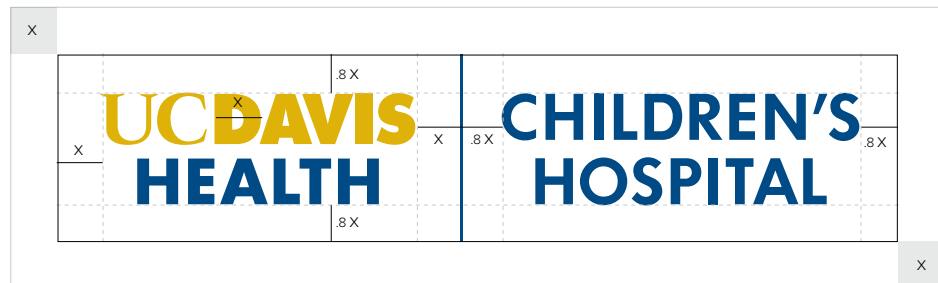
### Minimum size requirement



### Minimum spacing requirements



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.



Maintain minimum clearspace on white.

# Brand logos – usage

## 2.8 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 two-color (gold and navy) 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 (page 31) for details.



# Brand logos – usage

## 2.9 Approved usage – sub-brands

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.

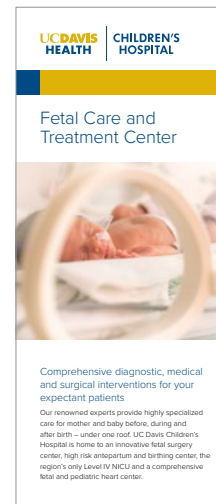
### One-color usage example



## Common usage



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





# Brand logos – usage

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## 2.10 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.

### Unauthorized logo

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### Outlined logo

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### Unapproved color usage

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### Skewed logo

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### Altered proportions

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### Rotated logo

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### Font substitution

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### Shadow treatment

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## 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.

# Use and layout guidelines

## 3.1 Fonts and typography

When fonts and typography are used consistently, it helps unify messaging and creates familiarity. These guidelines, in alignment with UC Davis type 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.

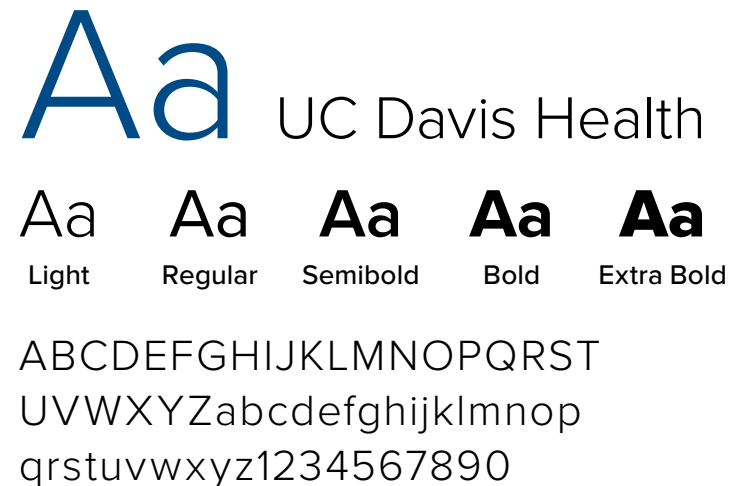
In cases where Proxima Nova is not available, use Aptos, Arial Regular and Bold, or Helvetica Regular and Bold as a failsafe font substitute.

**FreightText Pro** 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 which give it a distinctly different look than Proxima (a sans serif font).

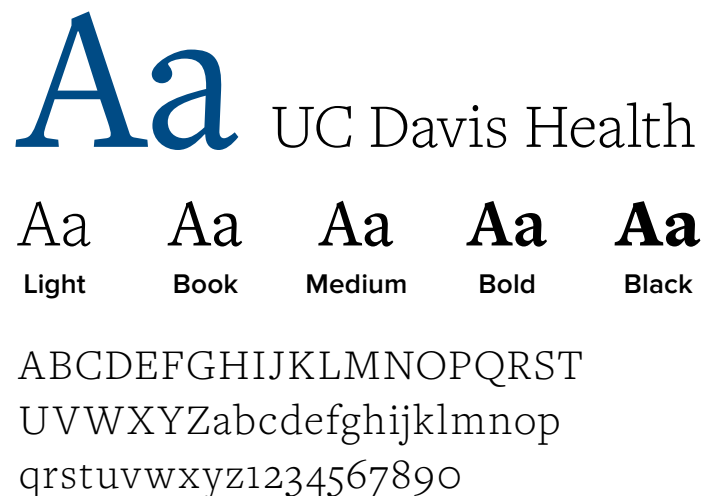
FreightText should be used only when a serif font is preferred or necessary. Examples include formal invitations or certificates, longer form copy and smaller captions.

**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. FreightText is available through Adobe at [fonts.adobe.com/fonts/freight-text](https://fonts.adobe.com/fonts/freight-text).

### Proxima Nova



### FreightText Pro



# Use and layout guidelines

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## 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.

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

## Example of preferred font use

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

Headline:  
Proxima Nova Bold  
21/23

Mus doluptata quae alitatus, nulp los  
quiae pediatur. Damusa sol or solore  
eiciis ea sequa non nonseque.

Intro text:  
Proxima Nova Regular  
13/18

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

Body text:  
Proxima Nova  
10/ 13.5

#### Ehenimin nonsedit

Solorro modis a cone porpore perunt, eligeni  
mpere, ut aute sita volupta am am vendio  
eaquaep tiatium. Hiliquae sit, quae iunt hil  
porem facerro dolupta tusdae ratur cium.

Subhead:  
Proxima Nova Bold  
12/15

- Con re volori aliquam il il esera velitiberum  
ipsanimint que officitiae none mint facesec  
totatestorio volecerspel.
- Quamendlic endam aboris res moditio  
nsecatq uidestrum facidi comnimet min cus,  
rehent ommoluptat odicitis.

Bulleted text:  
Proxima Nova  
10 /13.5  
Square bullets

# Use and layout guidelines

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## 3.2 Photography, illustration and iconography

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.

### Style considerations and selection

Photographs should illustrate positive patient engagement and healthy outcomes. Think of the message a photo or group of photos communicates. 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.

Do not use images of body wounds, scars, internal organs, etc. for patient facing marketing materials. Medical imagery should be reserved for either patient education materials (i.e., how to care for your wound) or for education purposes within the medical community (conference presentations, CME, etc.).

### Photography examples

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# Use and layout guidelines

## Photography, illustration and iconography continued

### 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.

### Iconography

Simple icons can draw attention to information and help support copy and stats. All branded icon styles are a monoline style, with uniform stroke thickness for a consistent look and feel.

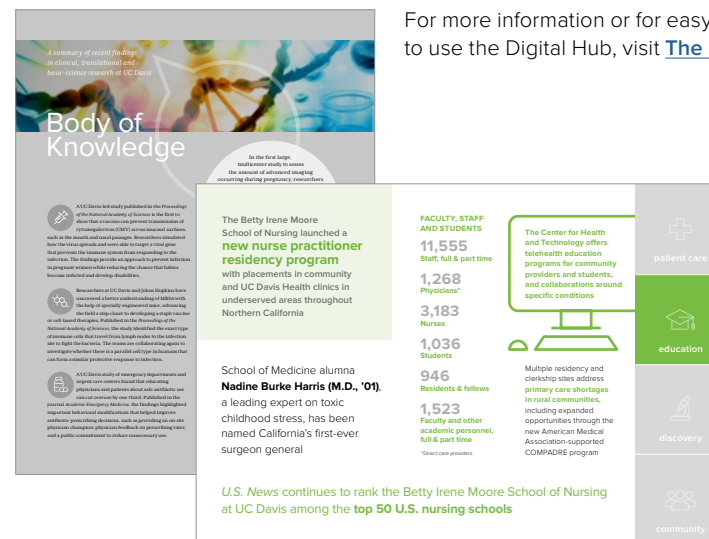
Our UC Davis Health [Icon Library](#) located on the Digital Hub includes pre-designed icons that are ideal for placements in internal communications, newsletters and charts/graphics.

### Icon usage

- Icons are not to be used in conjunction with the UC Davis Health logo or name.
- For digital placements such as website buttons or apps, contact [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu) for guidance on best icon practices.

**Do not create/recreate your own logo or graphic elements by locking up icons with UC Davis Health logos or type.**

## Iconography examples



## Incorrect usage



# Use and layout guidelines

## 3.3 Layout best practices

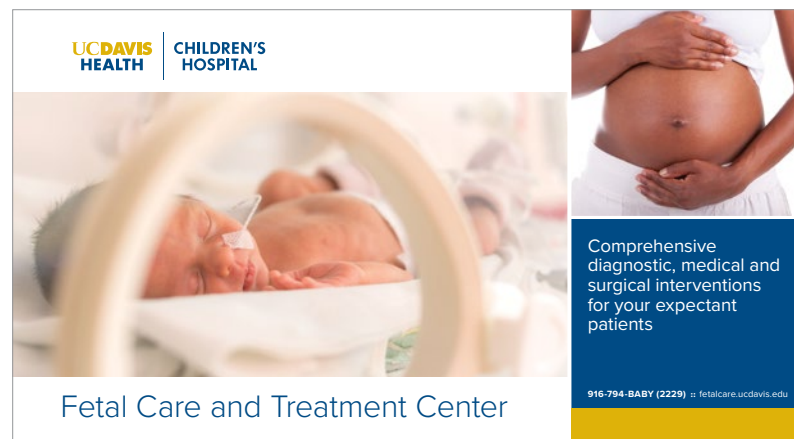
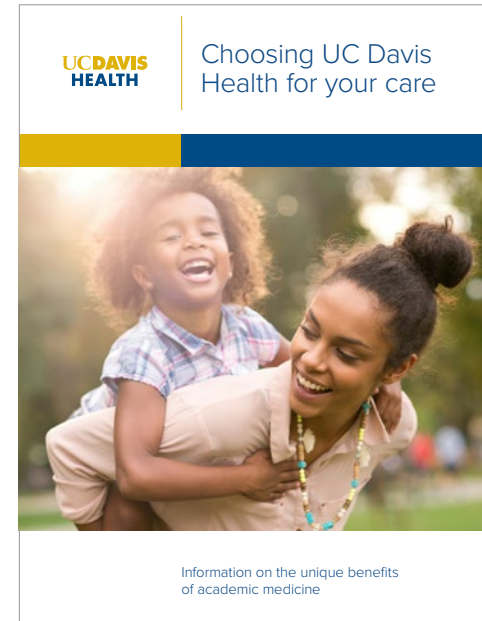
Layout best practices are the consistent application of elements, allowing you to put the pieces of the visual system together. This helps create a cohesive look and feel that is unique to UC Davis Health. The result builds consistency and recognition across materials, by reinforcing a set of brand elements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





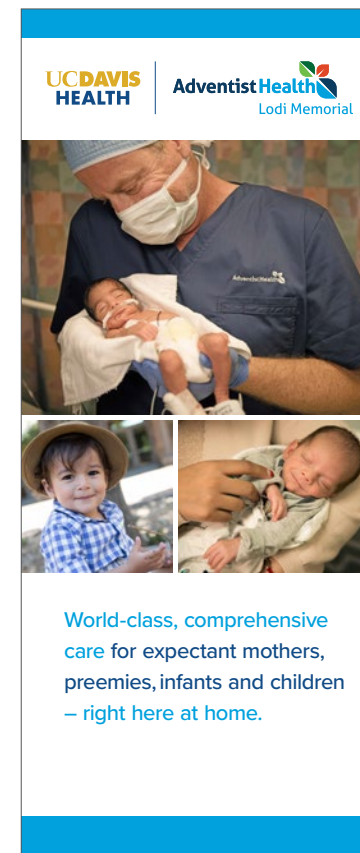
# Use and layout guidelines

## 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.

All co-branding materials and logo lockups must be approved by the Public Affairs and Marketing Department. For more questions, email [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu).





# Use and layout guidelines

## Co-branding continued

### 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 [marketing@health.ucdavis.edu](mailto:marketing@health.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 sub-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.

### UC Davis Health Co-branding

For partner logotypes that include descenders (when a letter extends below the baseline of a font)

**PARTNER** UC Davis Health participates with a corporation, company, partnership, or joint venture with a third party organization; or when UC Davis Health and a third party exclusively share responsibility for a service line or practice. UC Davis Health will be involved in maintaining oversight of the quality and safety of the practice/service line or partner programs.



### Children's Hospital Co-branding



**AFFILIATE** UC Davis Health provides long-term professional services or advanced training to a third party organization, or where the third party organization is an official member of a UC Davis Health program (e.g., the Cancer Care Network).



**CENTER OF EXCELLENCE** Designates a third party organization who has applied for, and receives approval to be, a UC Davis Health Center of Excellence, based on meeting specific written criteria and metrics.



**Please note:** Logo lockup examples for partners with logotype with no descenders on next page

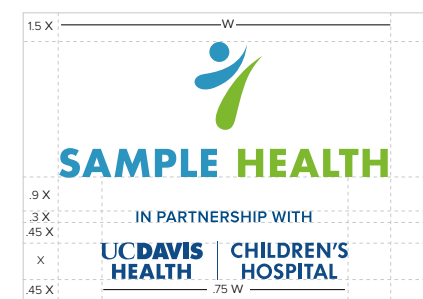
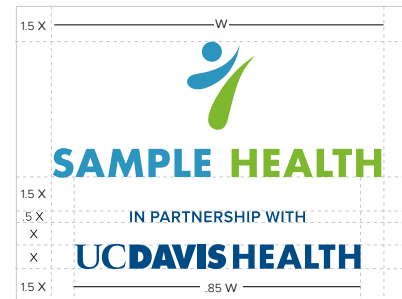
# Use and layout guidelines

## Co-branding continued

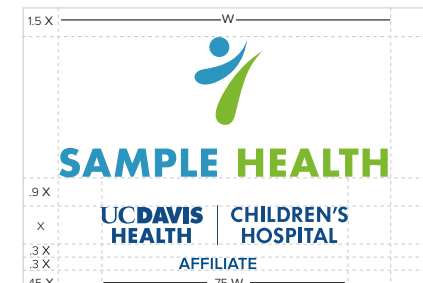
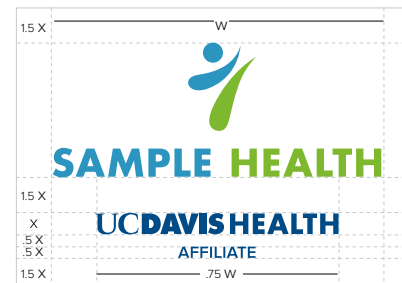
### UC Davis Health Co-branding

(For partner logotypes that do NOT include descenders)

**PARTNER** UC Davis Health participates with a corporation, company, partnership, or joint venture with a third party organization; or when UC Davis Health and a third party exclusively share responsibility for a service line or practice. UC Davis Health will be involved in maintaining oversight of the quality and safety of the practice/service line or partner programs.



**AFFILIATE** UC Davis Health provides long-term professional services or advanced training to a third party organization, or where the third party organization is an official member of a UC Davis Health program (e.g., the Cancer Care Network).



**CENTER OF EXCELLENCE** Designates a third party organization who has applied for, and receives approval to be, a UC Davis Health Center of Excellence, based on meeting specific written criteria and metrics.



# Use and layout guidelines

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## Co-branding continued

### 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 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 print materials must be approved by the Public Affairs and Marketing Department. For approval or for additional questions, email [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu).

#### Full Partner



Full partner ad example

#### Affiliation



Affiliation ad example

#### Center of Excellence



Center of Excellence ad example

Every communication helps build the UC Davis Health brand. Use these templates and examples to align your communications with our brand.

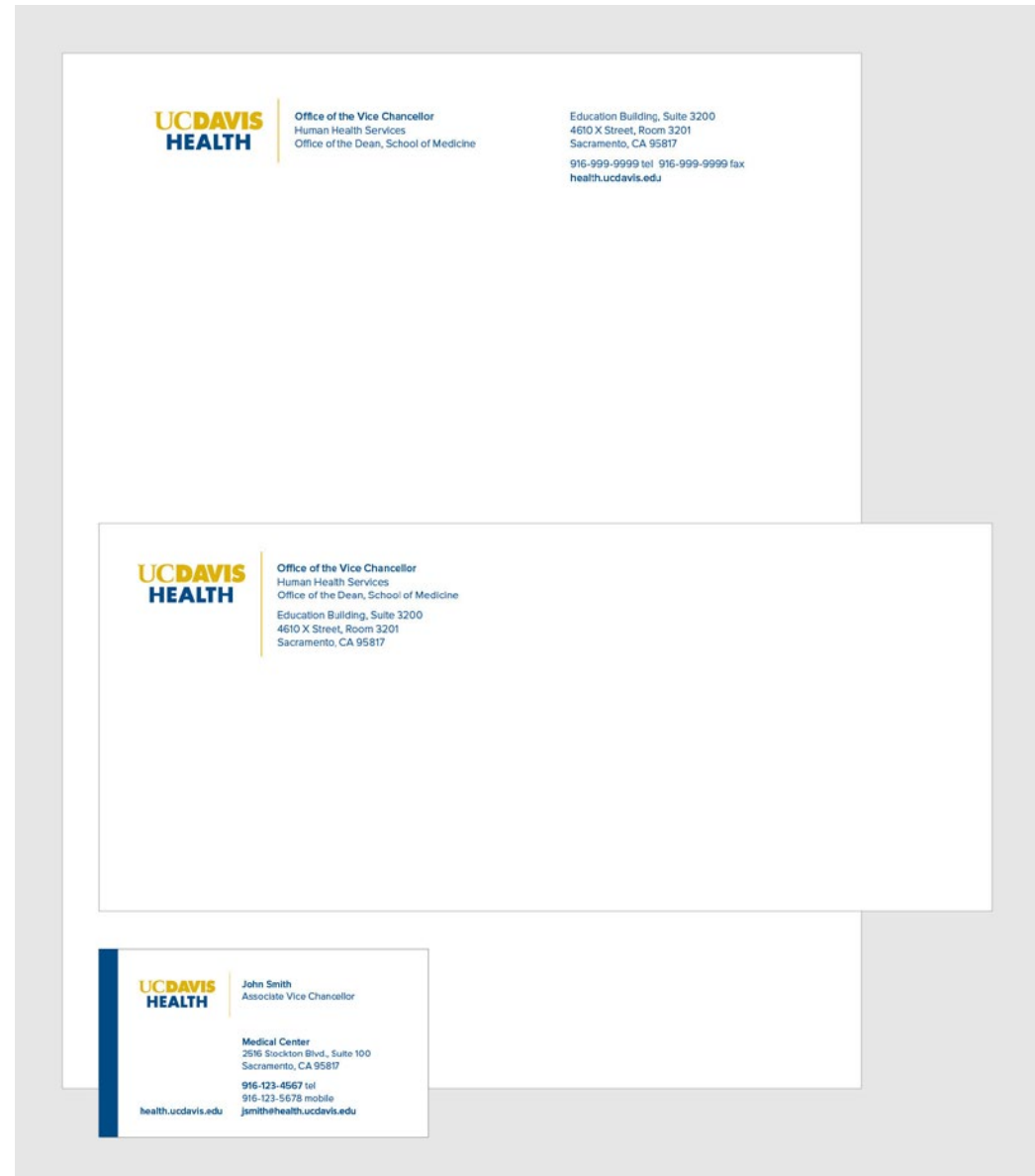
### 4.0 Business system

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
- Notepad

All business system items should be ordered through the **UC Davis Repro Graphics site AggiePrint**.



# Applications and templates – general use

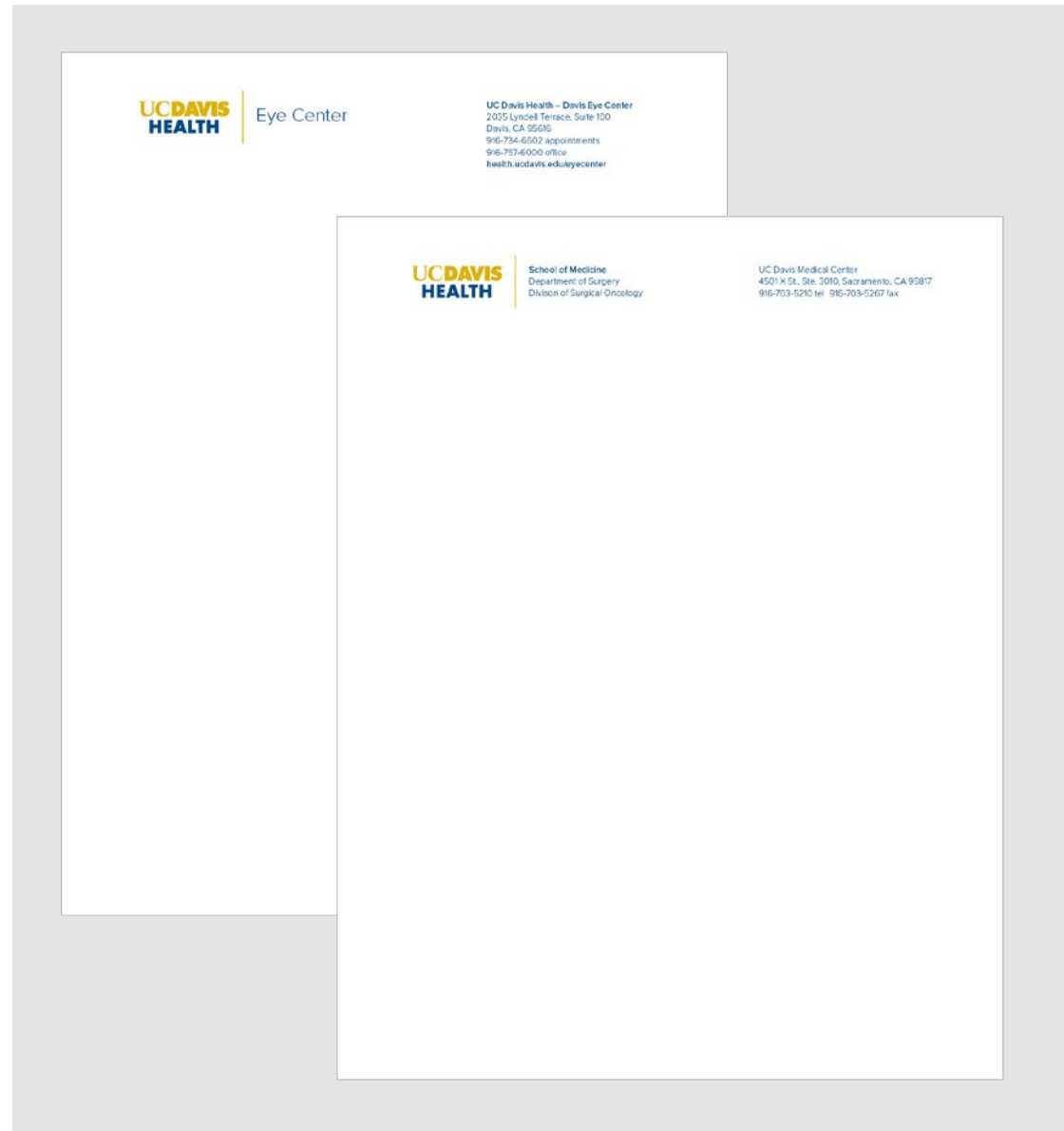
---

## Business system continued

### Standard department letterhead

These options include department/unit type treatments with contact information.

Customized department letterheads are available both as editable Word documents and as printed letterhead and should be ordered through Repro Graphics.



# Applications and templates – general use

## Business system continued

### Academic department letterhead and business card with seal

Based on UC Davis' updated guidelines, Public Affairs and Marketing has created business cards and letterhead options for UC Davis Health entities incorporating the seal that are available for approved applications only. These can be ordered through Repro Graphics.



# Applications and templates – general use

## 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 web and digital for text (R = 0, G = 40, B = 85)

**Please note:** There is a Word document available online to aid in set-up at [health.ucdavis.edu/graphicstandards/templates/email-signature.html](https://health.ucdavis.edu/graphicstandards/templates/email-signature.html)

## Email signature examples

### Name

Title

### Medical Center or Service Line Name

2315 Stockton Blvd., Suite 100  
Sacramento, CA 95817

**916-123-4567** tel  
916-123-7645 mobile or fax  
[name@health.ucdavis.edu](mailto:name@health.ucdavis.edu)



### Name

Title

### Medical Center or Service Line Name

2315 Stockton Blvd., Suite 100  
Sacramento, CA 95817

**916-123-4567** tel  
916-123-7645 mobile or fax  
[name@health.ucdavis.edu](mailto:name@health.ucdavis.edu)



### Name

Title

### Medical Center or Service Line Name

2315 Stockton Blvd., Suite 100  
Sacramento, CA 95817

**916-123-4567** tel  
916-123-7645 mobile or fax  
[name@health.ucdavis.edu](mailto:name@health.ucdavis.edu)



Email signatures may appear with social icons or without.

# Applications and templates – general use


## Business system continued

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

Electronic Word versions of the general UC Davis Health letterhead are available for download. To download visit the Branding and Messaging page on the Insider. The letterhead options are located on the right sidebar under Brand Standards and Graphic Tools.

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.

1.625"	 <p>UC Davis Health Office of the Vice Chancellor, Human Health Sciences Office of the Dean, School of Medicine</p>	<p>5.375"</p> <p>Position of the second column aligns left at 5.375 inches.</p> <p>Education Building, Ste. 3200 4610 X Street, Rm. 3201, Sacramento, CA 95817 916-734-7131 tel. 916-734-7055 fax health.ucdavis.edu</p>
1"	<p>Month, dd, yyyy</p> <p>John Smith, M.D. 123 Main Street Sacramento, CA 95817</p> <p>Dear John,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p>	1"
1"	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Sincerely,</p> <p>John Smith Associate Vice Chancellor</p>	1"

Please **do not** change size or type style.  
Do not change the correspondence margins.



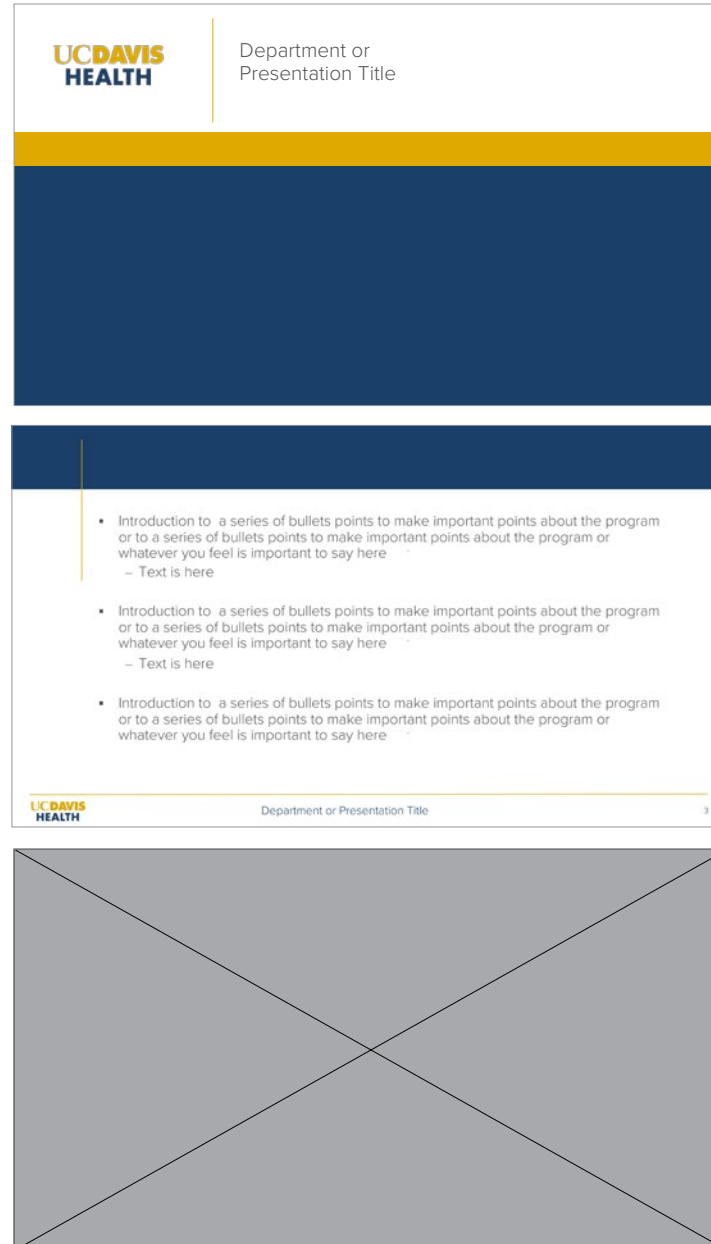
# Applications and templates – general use

## 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, such as customizing photos specific to the presentation, the templates have multiple cover and template pages built-in to the Slide Master. Detailed instructions are provided. For a complete list of primary and sub-brand templates, visit the Marketing Template page on the Graphic Standards website at [health.ucdavis.edu/graphicstandards/templates](http://health.ucdavis.edu/graphicstandards/templates).



# Applications and templates – general use

## 4.2 Communication templates

When creating a flyer start with a template. Select the template that most closely matches your program's message.

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

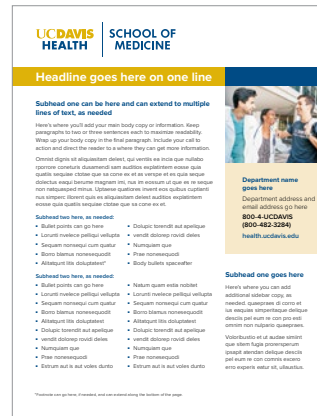
**When creating or printing materials that have bleeds — where the color extends off the edge of the page — be sure to work with a professional printer such as UC Davis Repro Graphics or the health system's duplicating services.**

**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 27 for font guidelines.

## Sample print templates for download



Flyers



Trifold brochures

# 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.

Before starting a new account, to update an existing account, or for any questions related to brand on social media, please contact the social media team at [socialmedia@health.ucdavis.edu](mailto:socialmedia@health.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.

# Applications and templates – general use

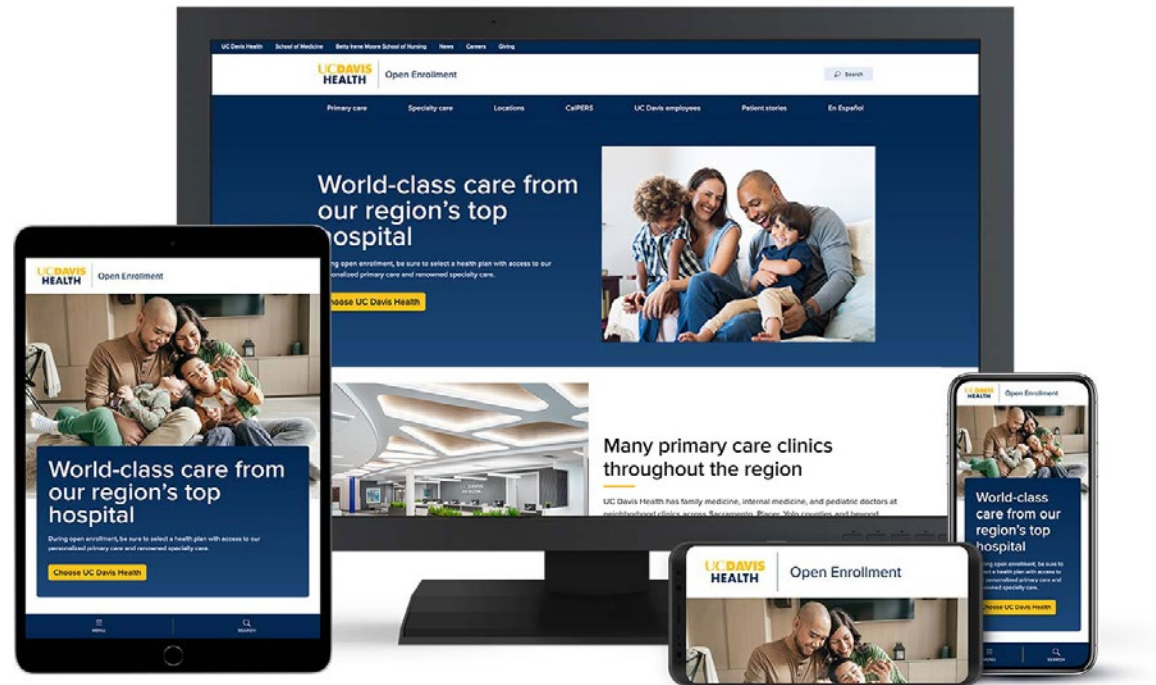
## 4.4 Websites

All UC Davis Health sub-brands, departments, centers and units that have a public facing Web component must use the health system's centralized content management system (CMS). The CMS is managed by the digital communications team and designed to meet all brand standards and Web industry best practices.

To see our CMS training schedule, request access to an existing site or request a new site, please see the digital communications intranet web page.

For technical support or Web related questions, please contact the digital communications team at [webcommunications@health.ucdavis.edu](mailto:webcommunications@health.ucdavis.edu).

## Websites



# Applications and templates – general use

## 4.5. QR code usage

QR codes are scannable barcodes that store data, making it easier for audiences to access information conveniently from their phones. They are commonly used to redirect users to landing pages, websites, event or social media pages. You can create free high-quality QR codes for digital and print materials by visiting QRCode Monkey at [qrcode-monkey.com](https://qrcode-monkey.com).

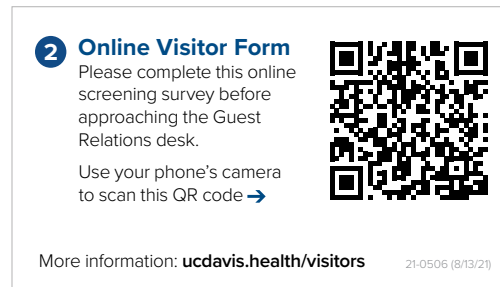
All QR codes should be a minimum size of .8" x .8", appear in black and white or navy color, allow enough room for clear space, and maintain the square grid appearance.

Please do not alter the shape of QR codes or reverse them to white as they cannot be scanned with all QR code scanner apps.

### Scanning distance

A QR code needs a 10:1 distance-to-size ratio. Be aware of where you'll place your QR code and what physical constraints your placement may have for the people scanning it. Follow the natural, comfortable scanning distance based on the physical environment.

### QR code examples





# Applications and templates – general use

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## 4.6 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 official uniform items (such as scrubs, white coats, etc.) 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.



# Applications and templates – marketing

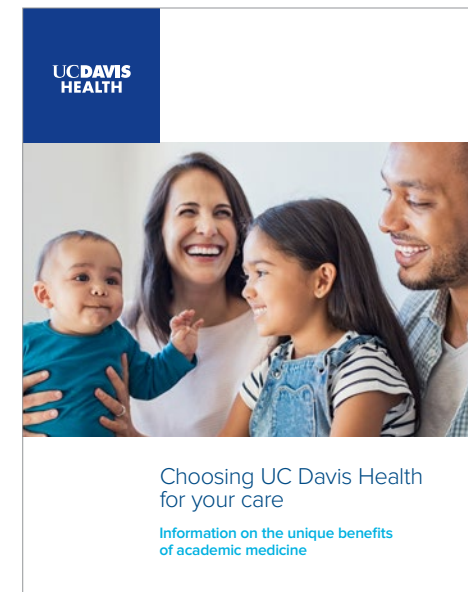
## 4.7 Print collateral – marketing

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](http://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 [marketing@health.ucdavis.edu](mailto:marketing@health.ucdavis.edu) to request content development or design support.

## Collateral prepared by marketing



## Brochures and trifolds



## Info cards

# Video use and guidelines

## 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.

### Logo placement

If the UC Davis Health logo is to appear throughout the entire video, use the transparent UC Davis Health watermark. If the logo appears only in the beginning of a video, use the white UC Davis Health logo.

### 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 digital communications 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.



**HEX** #022851  
**RGB** R = 2 / G = 40 / B = 81



**HEX** #FFBF00  
**RGB** R = 255 / G = 191 / B = 0



# Video use and guidelines

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## 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.

Be aware of your surroundings. If shooting indoors, use proper lighting on the subjects and avoid harsh shadows, shooting in front of white walls or shiny backgrounds, they can reflect light.

### 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.



EXAMPLE OF OPENING/CLOSING SLIDE

**Please note: Videos are subject to approval by Public Affairs and Marketing.**

# Video use and guidelines

## 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 (the most relevant title to the story, such as M.D. or R.N.), and their department. The lower third should be introduced during the subject's first speaking appearance. Video best practices call for name titles to be as short as possible to reduce cognitive overload and allow the viewer to focus on the story.

- 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 (credentials should include periods)

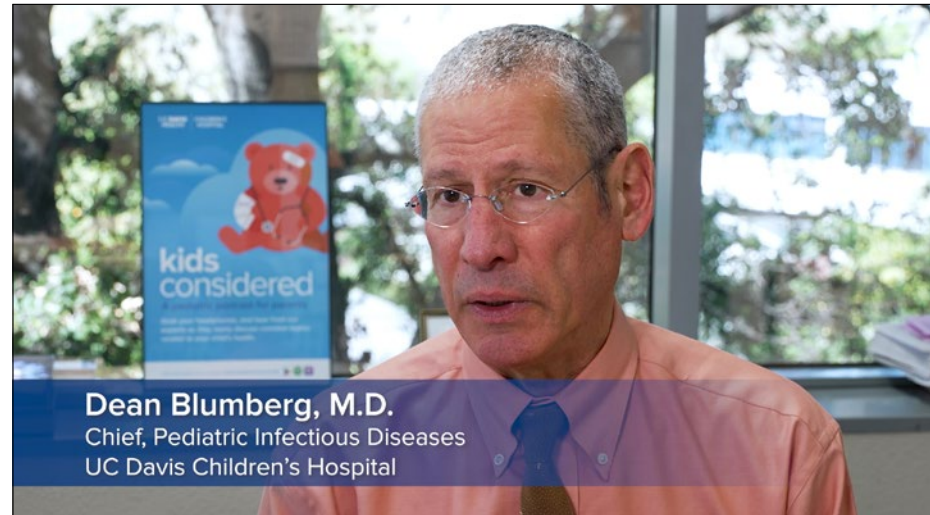
**Line 2:** Title

**Line 3:** Branch of UC Davis Health

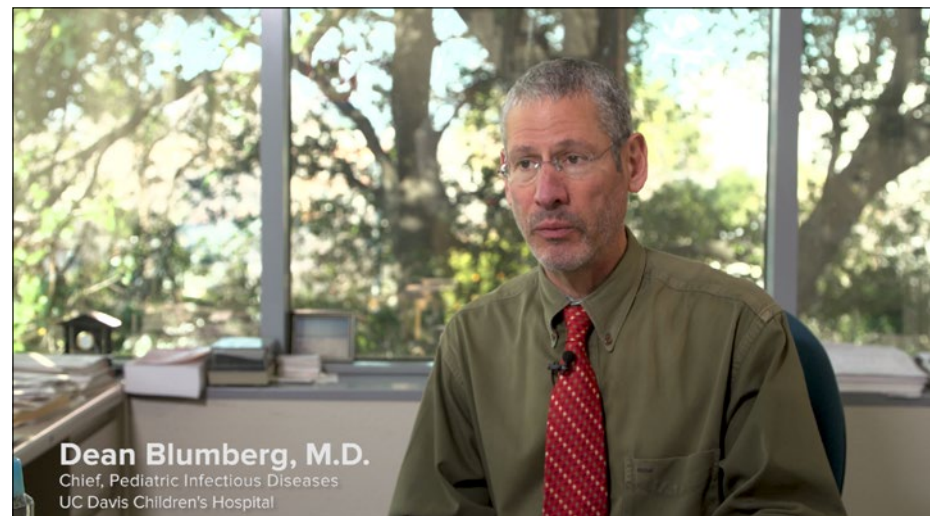
**Please note:** If a faculty member holds multiple credentials, use the one title that is most relevant to the video.

### Lower third exceptions — floating titles

A floating lower third may also be used with proper contrast between the text and the background.



LOWER THIRD – STANDARD



LOWER THIRD EXCEPTION— FLOATING TITLE

# Video use and guidelines

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## 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 our brand have a presence in Google and YouTube's organic search results but also helps improve the volume and quality of traffic to our 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

# Video use and guidelines

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## 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 [marketing@health.ucdavis.edu](mailto:marketing@health.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.

# Video use and guidelines

## 5.1 Patient education video standards

Health education videos can simplify topics and make it easier for patients to retain and remember care instructions, understand what to expect during procedures, or learn how to manage their condition.

To present health education content in a consistent manner, the branded PowerPoint template should be used to help follow UC Davis Health's standards and visual identity guidelines.

You can download the template at [health.ucdavis.edu/graphicstandards/video/template/patient-education-video-template.potx](https://health.ucdavis.edu/graphicstandards/video/template/patient-education-video-template.potx).

