

# Use and layout guidelines

## 3.4 Co-branding continued

### 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. 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 signage applications must be approved by the Public Affairs and Marketing Department. To receive approval email [hs-marketing@ucdavis.edu](mailto:hs-marketing@ucdavis.edu).

### Clinic signage / Primary

**UCDAVIS HEALTH**

**ROSEVILLE CLINIC**

**UCDAVIS  
HEALTH**

**ROSEVILLE CLINIC**



Signage application example

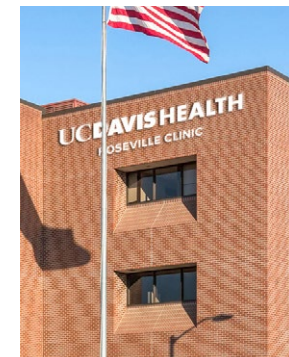
### Clinic signage / Alternative

**UCDAVIS HEALTH**

**ROSEVILLE CLINIC**

**UCDAVIS  
HEALTH**

**ROSEVILLE CLINIC**



Signage application examples