

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

