

- 1.02 UC Davis Health Logos and Colors
- 1.03 UC Davis Health Sub-brand Logos
- 1.04 UC Davis Health Sub-brand Logos
- 1.05 Typography
- 1.06 Universal Wayfinding Symbols
- 1.07 Universal Wayfinding Symbols
- 1.08 Universal Wayfinding Symbols
- 1.09 Universal Wayfinding Symbols
- 1.10 Standard Nomenclature
- 1.11 Future Color Coded Signs at UC Davis Health Medical Center
- 1.11 Legacy Signs and Colors
- 1.12 Performance Expectations
- 1.13 Paint Colors
- 1.14 Printed Colors
- 1.15 Vinyl Colors
- 1.15 Other Materials

# Universal Standards

---

## UC Davis Health Logos and Colors

---

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 two-color (gold and navy) stacked logo on a white background is only approved for limited use on interior signage. The all blue version of the logo is preferred for exterior signs to address the issue of the gold color fading too quickly over time.

No logos other than those shown in this document should be used to represent the UC Davis Health enterprise without prior approval from Public Affairs and Marketing.

To download logos visit:  
<https://health.ucdavis.edu/graphicstandards/>

### Primary Brand Colors

---



UC Davis  
Navy

**PMS 301**

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



UC Davis  
Gold

**PMS 110**

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

### Primary brand – stacked, preferred configuration

---

**UCDAVIS  
HEALTH**

**UCDAVIS  
HEALTH**

**UCDAVIS  
HEALTH**

On Dark Background

### Primary brand – horizontal, alternate configuration

---

**UCDAVIS HEALTH**

**UCDAVIS HEALTH**

**UCDAVIS HEALTH**

# Universal Standards

---

## UC Davis Health Sub-brand Logos

---

### UC Davis Health Medical Center

---



Two color: PMS 110 Gold, PMS 301 Navy

### UC Davis Health Children's Hospital

---



Two color: PMS 110 Gold, PMS 301 Navy



One color: PMS 301 Navy



One color: PMS 301 Navy

### UC Davis Health Comprehensive Cancer Center

---



Two color: PMS 110 Gold, PMS 301 Navy

### UC Davis Health MIND Institute

---



Two color: PMS 110 Gold, PMS 301 Navy



One color: PMS 301 Navy



One color: PMS 301 Navy

# Universal Standards

---

## UC Davis Health Sub-brand Logos

---

### UC Davis Health Rehabilitation Hospital

---



Two color: PMS 110 Gold, PMS 301 Navy

### UC Davis Health School of Medicine

---



Two color: PMS 110 Gold, PMS 301 Navy



One color: PMS 301 Navy



One color: PMS 301 Navy

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

---



Two color: PMS 110 Gold, PMS 301 Navy



One color: White on Dark Background



One color: PMS 301 Navy

# Universal Standards

---

## Typography

---

The primary typeface for UC Davis Health signage is Proxima Nova. The font contains several different weights, including light, regular, semibold, bold, extra bold and black. Unless otherwise dictated by code requirements, copy should be set with ample leading for legibility and readability.

If necessary, Proxima Nova Condensed or Extra

Condensed may be used for regulatory signage where space is limited and copy is abundant.

Signage on all text should be left aligned unless otherwise approved by UC Davis Health Signage Program Representative.

### Proxima Nova

---

**Aa** UC Davis Health

**Aa Aa Aa Aa Aa Aa**  
Light Regular Medium Semibold Bold Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

### Proxima Nova Condensed

---

**Aa** UC Davis Health

**Aa Aa Aa Aa**  
Regular Medium Semibold Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

### Proxima Nova Extra Condensed

---

**Aa** UC Davis Health

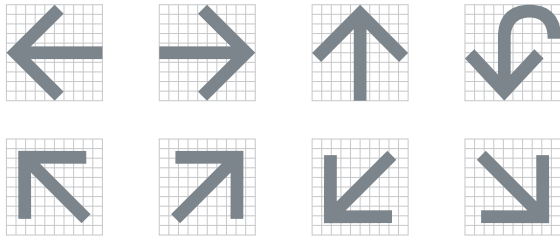
**Aa Aa Aa Aa Aa**  
Light Regular Medium Semibold Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890

# Universal Standards

## Universal Wayfinding Symbols

### Arrows



### Department Zip Code



Patient Care



Patient Care,  
Alternate Color



Staff Only

*Alternate color may be used with prior approval; full building must be the same color*

### Essential Services



Hospital



Emergency



Pharmacy



Cashier



Information/  
Guest Relations



Waiting  
Room



Family  
Lounge



Self Service  
Kiosk



Stairs



Elevator



Admissions/  
Registration



Patient  
Discharge



Security

### Amenities



Gift Shop



Respite  
Areas



Café



Vending



ATM



Drinking  
Fountain



Bottle  
Filling



Wi-Fi  
Available



Food App  
Delivery

# Universal Standards

## Universal Wayfinding Symbols

### Restrooms & Facilities



Restroom



Womens Restrooms



Mens Restrooms



All-Gender



Lactation Room



Locker Room



Shower



Baby Changing

### Accessibility Symbols



ISA



Telephone



Volume Adjustable Telephone



TDD/Text Telephone



Assistive Listening



Service Animals Welcome

### Fire Life Safety & Evacuation Symbols



ICOF



Fire Extinguisher



Fire Hose Cabinet



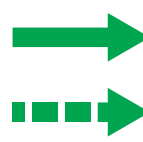
Fire Alarm Pull



Elevator



Egress Stairs



Egress Paths



Smoke Barrier



You Are Here



Exit Discharge

# Universal Standards

## Universal Wayfinding Symbols

### Regulatory & Info Symbols, Medical Equipment and Services



AED



Biological Hazard



Eye Wash Station



Magnet Caution



Med Gas Control



Radiological Hazard



Safe Surrender

### Regulatory & Info Symbols, General Use



Hand Washing



Toilet Paper Only



Security Screening



No Smoking or Vaping



No Pacemakers



No Wipes



No Firearms



No Weapons



No Food or Drink



No Hand Washing



No Photos or Videos



No Cell Phones



No Bikes



Don't Feed The Squirrels



Warning/ Caution



Electrical Warning/ Caution



Laser Radiation



Warning Rattlesnakes



Carcinogen



Combustible/ Flammable



No Smoking



No Open Flames



Stop



Do Not Enter



Call for Information



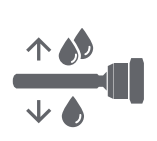
Quiet Zone



Schedule



Video Surveillance



Dual Flush Toilet

# Universal Standards

## Universal Wayfinding Symbols

### Parking & Transportation Services Symbols



Public  
Parking



Employee  
Parking



Charging  
Station



Accessible  
Parking



Dead  
End



Pick Up/  
Drop Off



Pedestrian



Van Pool



Car Pool



Courtesy  
Shuttle



Light  
Rail



Bike  
Shelter



Shuttle Pick Up  
Request



Visitor  
Permit



B Permit



D Permit



GC  
Program

# Universal Standards

---

## Standard Nomenclature

---

For the most up to date list of standard nomenclature including building names, parking lot and structure numbering, as well as common room names and destinations, please contact the FP&D Signage Program Representative at:

**[signage@health.ucdavis.edu](mailto:signage@health.ucdavis.edu)**

# Universal Standards

---

## Future Color Coded Signs at UC Davis Health Medical Center

---

Due to the legacy nature of the UC Davis Medical Center at the Sacramento Campus, a wayfinding system has been developed for the interior environment that relies on color coding the towers which make up the facility. The first project to implement these colors will be the Medical Center Elevator Portal project. Until this time, all current projects in the Medical Center should use the color designated for DT1, which is the UC Davis Health blue color.

### UC Davis Health Medical Center Tower Colors

---



**DT1**  
PMS 301C  
Davis Tower



**UT1**  
PMS 110C  
University Tower



**EW1**  
PMS 138C  
East Wing



**SESP1**  
PMS 369C  
Pavilion



**CT1**  
PMS 423C  
California Tower

## Legacy Signs and Colors

---

The best effort must be made to bring all signage up to date with the current standard. If a sign from a legacy standard must be replaced for any reason, it is best to consult with the project manager that would have been assigned to the construction project as they should have access to the fabrication drawings. If these are not available, a sign from the most recent sign standard may be fabricated using a legacy color to match the existing environment, which can be referenced below. If the facility is in planning for interiors refresh, the most current sign standard should be used. Please consult the Facilities Planning and Development Division Signage Program Representative for additional guidance on replacing legacy signs.

### UC Davis Health Medical Center Legacy Colors

---



**L1**  
PMS Cool Gray 1  
MP Blue Veil  
2021 Interior Standard



**L2**  
PMS 7542C  
MP 00557  
2021 Interior Standard



**L3**  
PMS Cool 430C  
MP 5252  
2021 Interior Standard



**L4**  
PMS Cool Gray 11C  
MP 0561  
2021 Interior Standard



**L5**  
Romark  
Charcoal Gray  
2021 Interior Standard



**L6**  
Unknown Black  
Pre-2021 Standard

Matthews Paints sign finishes are an acrylic polyurethane system engineered for extreme color and gloss retention and the highest level of durability. 3M Graphic Films (vinyl) provide durable and colorful graphic components for signs.

- a) Fabricators should adhere strictly to the application specifications of paint and vinyl manufacturers.
- b) All paints shall be UV resistant with satin finish.
- c) Verify all paint and vinyl types with manufacturer specific regard to substrate in order to achieve the greatest durability and performance.
- d) Paint metal sign components with a catalyst hardened acrylic polyurethane paint that is UV resistant.
- e) Adhere strictly to the application specifications of the manufacturers of accessory paint and ink components, including, but not limited to, solvent wipes, metal pre-treatment, metal activators, paint reducers and paint catalysts.
- f) All paint and digital printing to have sufficient number of passes required to provide accurate color and opacity needed in order to conceal any adhesive or attachments beneath, and to prevent ghosting or bleed-through from graphics on the opposite face of a double-sided sign.

g) Paint, vinyl and material samples provided for approval are to have the fabricator's name, submittal date, project name and number, project color number, and name of color the sample matches on the back of the sample.

h) Substitution of sign materials is permitted as needed to achieve cost efficiency, subject to prior evaluation and approval. All proposed material substitutions must be supported by a sample and relevant specifications, which must be submitted for review. Approval is contingent upon the substitute material meeting required quality, durability, and aesthetic standards. No substitution shall be implemented without authorization from the FP&D Signage Program Representative.

i) Tactile & Braille Fabrication:

UV-cured dimensionally printed tactile lettering and Braille are the preferred standard. Alternate ADA-compliant fabrication methods, such as raster bead Braille or other processes, may be submitted for review. All alternates must include material samples and technical data for evaluation and require approval by the FP&D Signage Program Representative prior to use.

j) All signage intended for outdoor installation must be fabricated using exterior-grade materials designed to withstand weather conditions, UV exposure, and environmental wear.

# Universal Standards

## Paint Colors



**C1**  
Matthews Paint  
MP 32071  
White Wonder  
Interior/Exterior White



**C2**  
Matthews Paint  
MP 07054  
Shaker Gray



**C3**  
Matthews Paint  
MP 11490  
Vanadium Gray



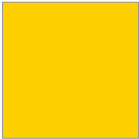
**C4**  
Matthews Paint  
MP 111824  
UC Davis Blue



**C5**  
Matthews Paint  
MP 121  
Custom Formula  
UC Davis Gold



**C6**  
Matthews Paint  
MP 15024  
Red Dragon  
Emergency Red



**C7**  
Matthews Paint  
MP 01383  
Rich Mustard  
Regulatory Yellow



**C8**  
Matthews Paint  
MP 13912  
Soda Can Blue  
Hospital/ADA Blue



**C9**  
Matthews Paint  
MP 13552  
Green Vireo  
Regulatory Green



**C10**  
Matthews Paint  
MP 41342SP  
Brushed Aluminum  
Metallic



**C11**  
Matthews Paint  
MP 59647  
Black is Back



**C12**  
Matthews Paint  
MP 00853  
Plastic Pumpkin  
Regulatory Orange



**C13**  
Matthews Paint  
MP 13551  
Nick Green  
Transportation Green



**C14**  
Matthews Paint  
MP 00056  
Green Herb  
Amenities Green



**C15**  
Matthews Paint  
MP 190  
Matchbox Car  
Orange  
Parking Orange



**C16**  
Matthews Paint  
MP 846  
Eye of Daisy  
Parking Yellow



**C17**  
Matthews Paint  
MP 03563  
Murex Purple  
Parking Purple



**C18**  
Matthews Paint  
MP 13539  
Dominican Green  
Parking Green



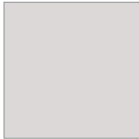
**C19**  
Matthews Paint  
MP 08029  
Iron Age  
Parking Gray

# Universal Standards

## Printed Colors



**D0**  
Printed White



**D1**  
Pantone  
PMS Cool Gray 1C  
Evac Map Insert



**D2**  
Pantone  
PMS 430C



**D3**  
Pantone  
PMS Cool Gray 10C



**D4**  
Pantone  
PMS 301C  
UC Davis Blue



**D5**  
Pantone  
PMS 110C  
UC Davis Gold



**D6**  
Pantone  
PMS 186C  
Emergency Red



**D7**  
Pantone  
PMS 109C  
Regulatory Yellow



**D8**  
Pantone  
PMS 7461C  
Hospital/ADA Blue



**D9**  
Pantone  
PMS 355C  
Regulatory Green



**D10**  
Pantone  
PMS Black 3C



**D11**  
Pantone  
PMS 151C  
Regulatory Orange



**D12**  
Pantone  
PMS 368C  
Transportation Green



**D13**  
Pantone  
PMS 576C  
Amenities Green



**D14**  
Pantone  
PMS 292C  
Evac Map HB1



**D15**  
Pantone  
PMS 259C  
Regulatory Purple



**D16**  
Pantone  
PMS 462C  
Donor Plaques



**D17**  
Pantone  
PMS 1585  
Parking Orange



**D18**  
Pantone  
PMS 2622  
Parking Purple



**D19**  
Pantone  
PMS 355  
Parking Green



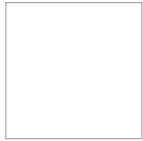
**D20**  
Pantone  
PMS 1225  
Parking Yellow



**D21**  
Clear

# Universal Standards

## Vinyl Colors



**V1**  
3M 225-20  
Opaque Vinyl  
Matte White



**V2**  
3M 225-22  
Opaque Vinyl  
Matte Black



**V3**  
3M 220-101  
Opaque Vinyl  
Nimbus Grey



**V4**  
3M 7725-63  
Opaque Vinyl  
Geranium



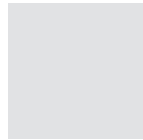
**V5**  
3M 50-73  
Opaque Vinyl  
Grass Green



**V6**  
3M 3630-73  
Translucent Vinyl  
Dark Red



**V7**  
3M Fasara  
SH2MAML  
Milky White  
Milano Film



**V8**  
3M 180C-121  
Opaque Vinyl  
Light Grey



**V9**  
3M 220C-17  
Opaque Vinyl  
Vivid Blue  
UCDH Blue



**V10**  
3M 220-57  
Opaque Vinyl  
Olympic Blue  
Hospital/ADA Blue



**V11**  
3M 7725-41  
Opaque Vinyl  
Dark Gray



**V12**  
Opaque Vinyl  
Pantone 368C  
Transportation Green



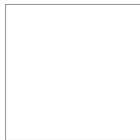
**V13**  
3M 3630-106  
Translucent Vinyl  
Brilliant Green  
PATS Green



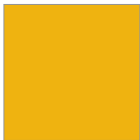
**V14**  
3M 230-106  
Translucent Vinyl  
Olympic Blue  
Hospital/ADA Blue



**V16**  
3M 3635-171  
Day/Night Vinyl  
To Match  
Vivid Blue



**V17**  
3M 3990  
Diamond Grade  
Reflective White  
Vinyl Sheeting



**V18**  
3M 3991  
Diamond Grade  
Reflective Yellow  
Vinyl Sheeting

## Other Materials



**M1**  
Acrylic  
Clear Non-Glare



**M3**  
Brushed  
Aluminum



**M4**  
Rowmark  
LG000911  
LaserGlow



**M6**  
Plexiglass  
Clear P95



**M7**  
80lb Matte White  
Cardstock



**M9**  
Plexiglass  
Milk White 7328



**M10**  
ACRYLITE®  
Day/Night  
Acrylic



**M12**  
Satin Bronze



**M13**  
Dark Bronze  
M-313