

Chapter 1: Universal Standards

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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



On Dark Background

Primary brand – horizontal, alternate configuration



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

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

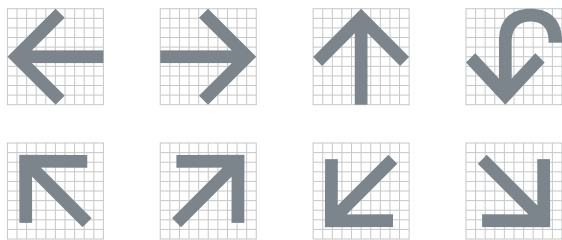
Light Regular Medium Semibold Bold

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



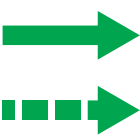
Fire Alarm Pull



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



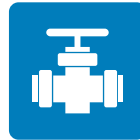
Biological Hazard



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



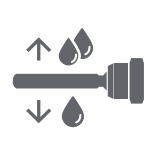
Quiet Zone



Schedule



Video Surveillance



Dual Flush Toilet

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

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.

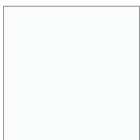
h) Substitution of sign materials is permitted as needed to achieve cost efficiency, subject to prior evaluation and approval. All proposed material substitutions must be supported by a sample and relevant specifications, which must be submitted for review. Approval is contingent upon the substitute 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



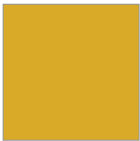
D2
Pantone
PMS 430C



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



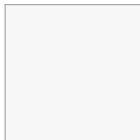
V4
3M 7725-63
Opaque Vinyl
Geranium



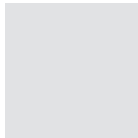
V5
3M 50-73
Opaque Vinyl
Grass Green



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



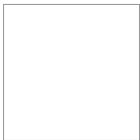
V13
3M 3630-106
Translucent Vinyl
Brilliant Green
PATS Green



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



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

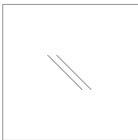


V17
3M 3990
Diamond Grade
Reflective White
Vinyl Sheeting



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