



UC San Diego

HEALTH SCIENCES

Official Visual Identity Manual

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SECTION ONE

INTRODUCTION

UC San Diego Health Sciences

In a relatively short period of time, UC San Diego (UCSD) has evolved from a national research university into a dynamic institution with international acclaim. The UCSD Health Sciences have contributed to that evolution by establishing UCSD's position as a global center for clinical innovation. As a part of UCSD Health Sciences, the School of Medicine, Skaggs School of Pharmacy and Pharmaceutical Sciences and UCSD Medical Center have consistently ranked among the nation's top institutions in their respective categories by working with both innovation and creativity.

Diluting the UCSD Health Sciences Brand

Innovation and creativity can have an unfortunate consequence. Although divisions enjoy their individual status as leaders in their respective areas, they sometimes lose track of their position as an entity within a larger, greater institution: UCSD Health Sciences. This has become apparent in the recent explosion of chaotic visual expressions of UCSD Health Sciences.

An overwhelming number of visual identities have emerged with a variety of iterations of the UCSD Health Sciences logo. There is a growing tendency to create individual visual identities for departments, programs and initiatives. This same problem has also manifested online, providing disparate Web user experiences. Rather than using UCSD Health Sciences' reputation to maximum advantage, creative expression of individual identity only dilutes the brand. Encounters with independently developed visual identities create a confusing experience that increases a sense of disunity and discredits not only the individual identity, but that of the entire university system.

Reuniting the UCSD Health Sciences Brand

Each component of UCSD Health Sciences contributes to the superior reputation it currently enjoys. As UCSD Health Sciences continues to make an impact on the international scene, it is imperative that all of its units are easily recognized and visually represented properly. To assist in this initiative, UCSD Health Sciences developed this comprehensive visual identity guide. *This guide will ease the transition into a more standardized visual representation of UCSD Health Sciences.

Through continued use, the visual identity will foster a stronger sense of affiliation with UCSD. It will also increase organizational credibility and professionalism that represents UCSD Health Sciences in a manner matching its position as a leader in health sciences. UCSD Health Sciences is poised for continued success in bridging discovery with patient care; it is imperative to unify and promote its identity.

*The new UCSD Health Sciences visual identity may be phased in. Existing inventories of business communication materials may be used until current supplies run out. New materials and updated replacement pieces should adhere to these standards.

SECTION TWO

UC SAN DIEGO HEALTH SCIENCES MISSION & VISION

To be a preeminent academic health sciences community valued locally, nationally, and internationally for excellence and innovation in all missions.

Mission

UCSD Health Sciences seeks to take exceptional care of people:

- By providing excellent and compassionate patient care
- By advancing medical discoveries
- By educating the health care professionals of tomorrow

Vision

Clinical Excellence...through Service, Innovation and Education.

SECTION THREE

LOGO

Introduction

The UCSD Health Sciences logo is a combination of the UCSD SEAL and secondary type. The logo represents UCSD Health Sciences in all forms of visual communication, including stationery, advertising, printed materials, the Internet, etc. Consistent and correct use of the logo will enhance and strengthen the recognition and comprehensive image of UCSD Health Sciences. The style guide will assist you in accurately and appropriately implementing and using the UCSD Health Sciences identity program. The logo must never be altered or edited in any way. Please follow the guidelines and exact specifications within this manual for explanations of correct implementation and use of the UCSD Health Sciences logo.

The UCSD Health Sciences Center Stack Lock-Up is considered to be the primary and preferred version of the logo. Refer to the page for the UCSD Health Sciences Horizontal Lock-Up, which may be used when the available space limits the use of the Center Stack Lock-Up logo.

In general, UCSD Health Sciences will decline requests for development of an independent visual identity. Distinct subidentities are generally unnecessary and serve to dilute the more important overall institutional identity. In the event that a distinct visual identity is required, it will need to meet certain criteria before qualifying for development of a distinct graphic identity.

LOGO

Elements

UC San Diego SEAL

The UCSD SEAL is to be reproduced without alteration or modification. The UCSD SEAL may be used alone without the secondary type.



Secondary Type

The secondary type for UCSD Health Sciences Logo is attached to the UCSD SEAL. The secondary type is only used alone when formatted as an official Word Mark. The secondary type is to be reproduced without alteration or modification.



UC San Diego

 HEALTH SCIENCES

Secondary Type

LOGO

UC San Diego Health Sciences Logo Colors

For consistency always use the colors for the logo as referenced below.

All colors in the palette reference the PANTONE® Color Matching System. Printers must reference the PANTONE system to maintain consistency for each color within the color palette. The substrate surface and whether it is coated, matte or uncoated must be considered always striving to match the matte version of the color. For consistency, most of the PMS colors included in the palettes include CMYK and RGB equivalents.

In the case of digital color representation RGB colors are provided for matching.

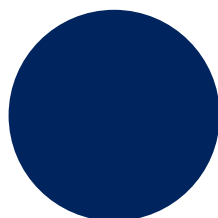
Note that the color shown in this manual does not accurately represent print or digital color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate color standards.



UC San Diego

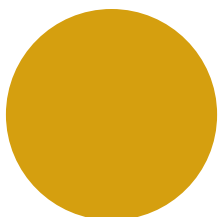
HEALTH SCIENCES

Logo Blue



PMS	CMYK	RGB
2767	C 100 M 78 Y 0 K 54	R 0 G 36 B 93

Logo Gold



PMS	CMYK	RGB
1245	C 0 M 28 Y 100 K 18	R 213 G 159 B 15

LOGO

Center Stack Lock-Up Logo

The UCSD Health Sciences Center Stack Lock-Up Logo is a combination of the UCSD SEAL and secondary type. The Center Stack Logo is the primary version of the UCSD Health Sciences Logo and should be used unless space prohibits forcing use of the secondary Horizontal Stack Logo. Do not attempt to alter or re-create the Logo.



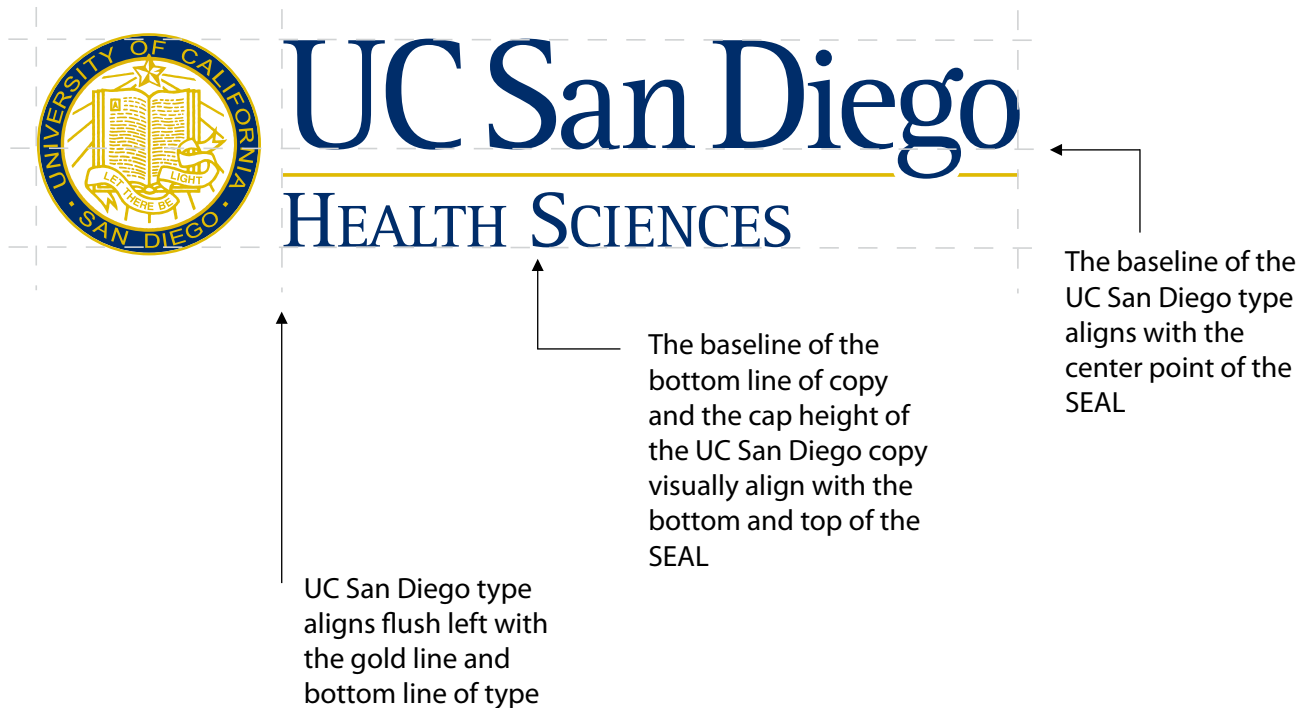
UC San Diego type aligns flush left and flush right with gold line

The UC San Diego SEAL, UC San Diego type, gold line, and bottom line of type align on center axis

LOGO

Horizontal Lock-Up Logo

The combination of the UCSD Seal and secondary type constitute the UCSD Health Sciences Logo. The Horizontal Stack Logo is considered the secondary version of the UCSD Health Sciences Logo and should only be used when space prohibits the use of the Center Stack Lock-Up Logo. Do not attempt to alter or re-create the Logo.



LOGO

Center Stack UC San Diego Health Sciences & Branch Logos

All Center Stack Logos are custom designed and specifically created to conform to the overall UCSD Health Sciences identity program. To inquire about ordering a center logo, please contact UCSD Health Sciences Marketing and Communications by email at hsmarketing@ucsd.edu or call (619) 543-6163.

Center Stack UC San Diego Health Sciences Logo



Center Stack UC San Diego Health Sciences Branch Logos



LOGO

Center Stack UC San Diego Medical Center Affiliate Logos

All Center Stack Logos are custom designed and specifically created to conform to the overall UCSD Health Sciences identity program. To inquire about developing a new logo or other graphic identity, please contact UCSD Health Sciences Marketing and Communications at hsmarketing@ucsd.edu or call (619) 543-6163.



UC San Diego
MEDICAL CENTER
MOORES CANCER CENTER



UC San Diego
MEDICAL CENTER
SHILEY EYE CENTER



UC San Diego
MEDICAL CENTER
SULPIZIO FAMILY
CARDIOVASCULAR CENTER

LOGO

Horizontal UC San Diego Health Sciences & Branch Logos

All Horizontal Logos are custom designed and specifically created to conform to the overall UCSD Health Sciences identity program. To inquire about ordering a horizontal logo, please contact UCSD Health Sciences Marketing and Communications at need new department at hsmarketing@ucsd.edu or call (619) 543-6163.

Horizontal UC San Diego Health Sciences Logo



Horizontal Stack UC San Diego Health Sciences Branch Logos



LOGO

Horizontal Stack UC San Diego Medical Center Affiliate Logos

All Horizontal Stack Logos are custom designed and specifically created to conform to the overall UCSD Health Sciences identity program. To inquire about ordering a horizontal logo, please contact UCSD Health Sciences Marketing and Communications at hsmarketing@ucsd.edu or call (619) 543-6163.



UC San Diego
MEDICAL CENTER
MOORES CANCER CENTER



UC San Diego
MEDICAL CENTER
SHILEY EYE CENTER



UC San Diego
MEDICAL CENTER
SULPIZIO FAMILY
CARDIOVASCULAR CENTER

LOGO

Clear Space

Correct application of the Horizontal Lock-Up Logo and Center Stack Lock-Up Logo requires adequate use of clear space for optimal and consistent recognition of the identity. Please adhere to these guidelines in the creation of any documents or applications that use the Logo.

Center Stack Lock-Up Correct Spacing

Clear Space: Allow a minimum of one cap height of clear space between body text or any design element and the UCSD Health Sciences Logo.



Horizontal Lock-Up Correct Spacing

Clear Space: Allow a minimum of one cap height of clear space between body text or any design element and the UC San Diego Health Sciences Logo.



LOGO

Minimum Size

As the size of the SEAL is reduced the detail becomes indistinguishable. This limitation of the SEAL dictates the minimum reduction of the logo. The SEAL must not reduce any smaller than .5" in diameter. If a logo is required to fit within an area that requires the SEAL to reduce smaller than .5" in diameter in the centered or horizontal format, a Word Mark should be considered for placement.



LOGO

Proper Usage

The correct and consistent application of the UCSD Health Sciences Logo is imperative to establishing and maintaining a stable, comprehensive identity. Displayed are the proper applications of the Centered Logo, these same rules apply to the Horizontal Logo.

The logo appearing in full color used 4-color, PMS 2-color and RGB applications.



The logo appearing in 1-color, whenever possible print in PMS 2767.



The logo appearing in black and white, use the logo in full color whenever possible.



LOGO

Proper Usage

The full color appearing reversed to be used when the value of the background compromises the legibility of the full color logo, to be used in CMYK, PMS 2 color, and RGB applications. Note: only the type is reversed in white, the type rule remains gold and the SEAL is outlined in white.



The logo reversed to be used in single color applications where the value of the background compromises the legibility of the black and white logo. Note: the center of the SEAL is in white, the outside type ring is black with reversed copy.



LOGO

Improper Usage

The correct and consistent application of the UCSD Health Sciences Logo is imperative to establishing and maintaining a stable, comprehensive identity. Displayed are some examples of improper usage considered incorrect and unacceptable for the Centered Logo, these same rules apply for the Horizontal Logo.

The logo appearing in colors that are not approved is incorrect:



Any change of the secondary type positioning in relationship to the SEAL is incorrect:



Alterations to the position of the location type in relation to secondary type or SEAL is incorrect:



LOGO

Improper Usage

Any distortion or stretching of the Signature in any degree or angle is incorrect:



Using an unapproved, non-related typeface for any font in the logo is incorrect:



Creating an outline of the Signature for any use is incorrect:



LOGO

Improper Usage

Creating a screened or percentage version of the Signature is incorrect:



Changing the scale of the logo or logotype within the Signature is incorrect:



Using the logo without the SEAL is incorrect:



SECTION FOUR

DEVELOPMENT OF DISTINCT IDENTITIES

At times, it may be necessary to develop a distinct identity that is separate from anything that already exists. Prior to development, the requesting entity must be able to demonstrate particular and unique circumstances that call for a separate identity. These entities must meet certain criteria before receiving approval to develop and use a new and distinct graphic identity.

Situations That May Require a Distinct Identity

- New entity (ex. new School)
- New physical location in the community (ex. Off campus clinic or facility)

Situations That Do Not Require a Distinct Identity

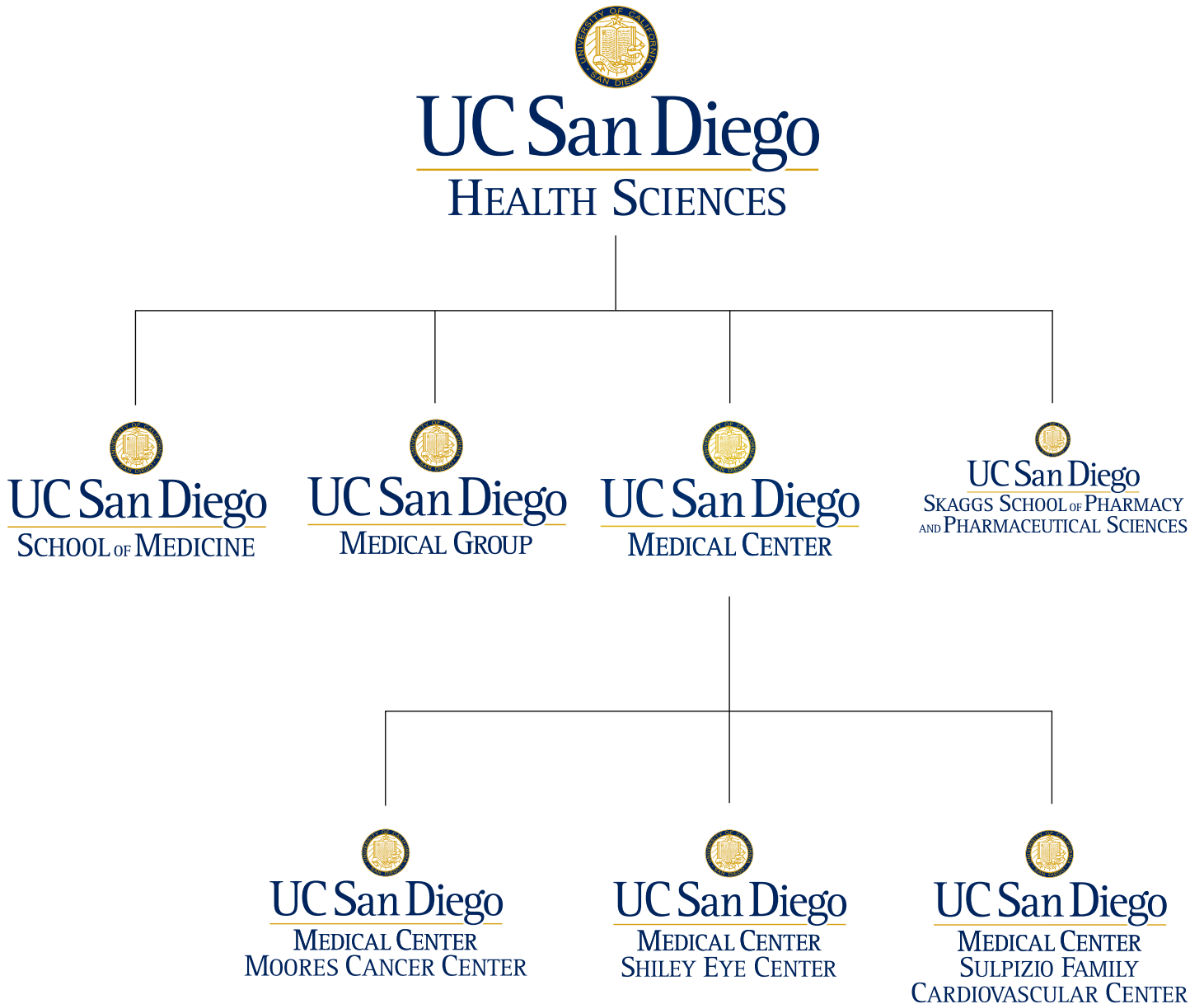
- New or existing department that falls within UCSD Health Sciences
- New or existing program that is part of a department within UCSD Health Sciences

Please refer to the UCSD Health Sciences Brand Hierarchy to determine where the program or department is located.

DEVELOPMENT OF DISTINCT IDENTITIES

UC San Diego Health Sciences Brand Hierachy

Please review the UCSD Health Sciences Brand Hierachy below. If your department or program belongs to one of these entities, you must use the corresponding logo that has already been created.



SECTION FIVE

WORD MARK

Usage

Usage of the UCSD Health Sciences logos is always encouraged. The UCSD Health Sciences logo should be used in an endorsement position with no other graphic identities competing with it visually. However, there may also be times when the existing UCSD Health Sciences logos are not suitable for the type of communications vehicle chosen.

Sometimes, a department or program needs to identify itself without using business stationery. Promotional items, event signage, or other forms of communications may require the department or program to be quickly identified. Such needs should not require development of a distinct graphic identity. To meet this need, a word mark system has been developed. Word marks are generally used in place of existing UCSD Health Sciences logos and are only used if existing logos are not suitable for the type of communications vehicle chosen.

Promotional Items

UCSD policy states that all promotional items must be ordered from an approved vendor through the UCSD Office of Trademark Licensing. Vendors are required to go through an approval process to understand how to properly reproduce the UC San Diego logos. This policy also applies for all instances where UCSD Health Sciences logos and names will appear.

On promotional items where the UCSD Health Sciences logos are not suitable for use, a word mark may be used instead. At no time may the UCSD Health Sciences logos be altered to fit into the imprint space of an item. Department and program names must not occupy the same space of UCSD Health Sciences logos. Please refer to the sections on proper logo and word mark usage for more details.

Examples and directions for ordering are on the following page.

WORD MARK

Identity Application

All Center Stack Logos are custom designed and specifically created to conform to the overall UCSD Health Sciences identity program. Artwork for all promotional items with UCSD Health Sciences logos and word marks must be approved by the UCSD Health Sciences Marketing and Communications department. For assistance, please contact UCSD Health Sciences Marketing and Communications at hsmarketing@ucsd.edu or call (619) 543-6163.

Example: Word Mark

UC San Diego
MEDICAL CENTER

Example: 3 Tiered Word Mark

UC San Diego
HEALTH SCIENCES
MARKETING & COMMUNICATIONS

Example: 4 Tiered Word Mark - Maximum Allowance

UC San Diego
MEDICAL CENTER
MOORES CANCER CENTER
HEALTHY EATING PROGRAM

SECTION SIX

COLOR PALETTES

Introduction

As the UCSD Health Sciences Logo is the face of the brand, the Logo colors are pivotal to the entire color palette. All palette colors are chosen to work with the two base colors used in the Logo. Palette colors include Logo Colors, Primary Colors, Secondary Colors and Neutral Colors.

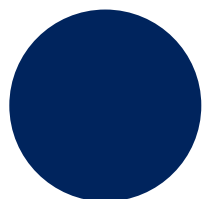
All colors in the palette reference the PANTONE® Color Matching System. Printers must reference the PANTONE system to maintain consistency for each color within the color palette. The substrate surface and whether it is coated, matte or uncoated must be considered always striving to match the matte version of the color. For consistency, most of the PMS colors included in the palettes include CMYK and RGB equivalents.

In the case of digital color representation RGB colors are provided for matching.

Note that the color shown in this manual does not accurately represent print or digital color standards. Refer to the current edition of the PANTONE Color Formula Guide for accurate color standards.

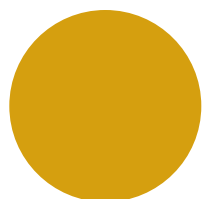
Logo Color Palette

Logo Blue



PMS	CMYK	RGB
2767	C 100 M 78 Y 0 K 54	R 0 G 36 B 93

Logo Gold

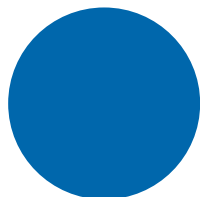


PMS	CMYK	RGB
1245	C 0 M 28 Y 100 K 18	R 213 G 159 B 15

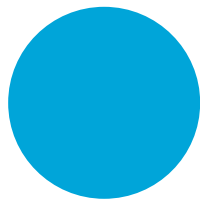
COLOR PALETTES

Primary Color Palette

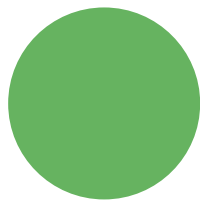
UCSD Sciences is unified with a palette of primary colors with a similar value, intensity, look and feel.



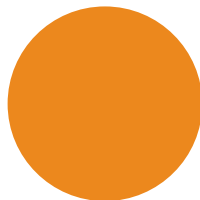
PMS	CMYK	RGB
7462	C 100 M 50 Y 0 K 10	R 0 G 103 B 172



PMS	CMYK	RGB
639	C 100 M 0 Y 5 K 5	R 0 G 165 B 217



PMS	CMYK	RGB
7489	C 60 M 0 Y 80 K 7	R 102 G 179 B 96



PMS	CMYK	RGB
7413	C 0 M 53 Y 100 K 4	R 236 G 136 B 29

COLOR PALETTES

Primary Color Tinted Values

To provide variation, tinted values of the primary color palette may be used, but must always be used along with the primary color at full value.

UC San Diego Health Sciences Primary Color Tinted Values



PMS
7462

UC San Diego Medical Center Primary Color Tinted Values



PMS
639

UC San Diego School of Medicine Primary Color Tinted Values



PMS
7489

UC San Diego Skaggs School of Pharmacy & Pharmaceutical Sciences Primary Color Tinted Values

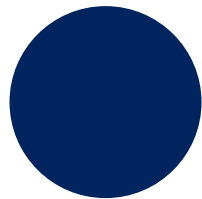


PMS
7413

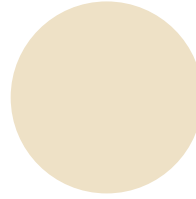
COLOR PALETTES

Neutral Color Palette

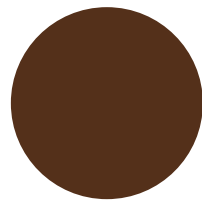
The use of the neutral palette is provided to "ground" or give a base to all other colors in the palette. They are intended to enhance all other color palettes and can be used generously.



PMS 2767	CMYK C 100 M 78 Y 0 K 54	RGB R 0 G 36 B 93
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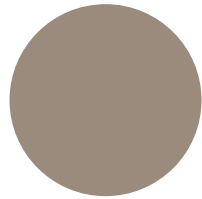
PMS 468	CMYK C 6 M 9 Y 23 K 0	RGB R 238 G 225 B 198
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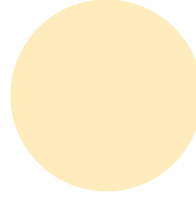
PMS 476	CMYK C 57 M 80 Y 100 K 45	RGB R 84 G 48 B 26
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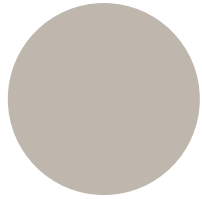
PMS 7499	CMYK C 0 M 2 Y 15 K 0	RGB R 255 G 246 B 220
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PMS Warm Gray 9	CMYK C 0 M 11 Y 20 K 42	RGB R 154 G 139 B 125
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PMS 7402	CMYK C 0 M 6 Y 30 K 0	RGB R 255 G 236 B 188
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PMS Warm Gray 5	CMYK C 0 M 5 Y 10 K 29	RGB R 191 G 182 B 173
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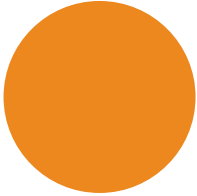
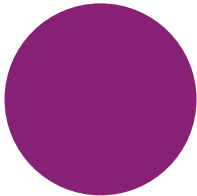
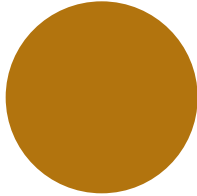
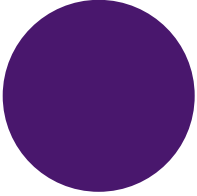
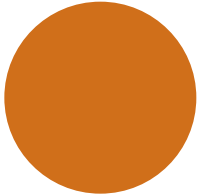
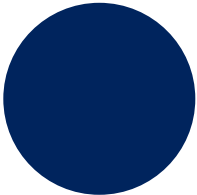
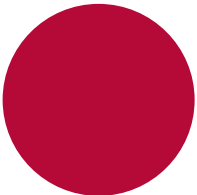
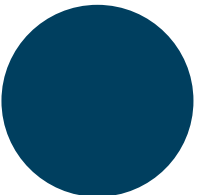
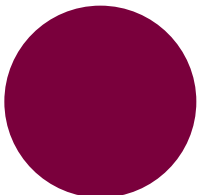
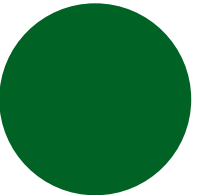
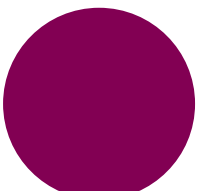
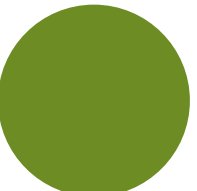
PMS Warm Gray 2	CMYK C 0 M 2 Y 5 K 9	RGB R 233 G 227 B 220
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COLOR PALETTES

Secondary Color Palette

The secondary color palette has been carefully chosen to complement the UCSD Health Sciences primary color palette. This palette is intended to accent the primary palette by applying to elements such as small solid areas and typography. This palette should be used sparingly and purposefully.

Dark Values

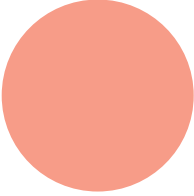
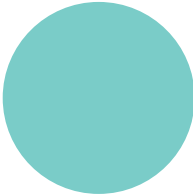
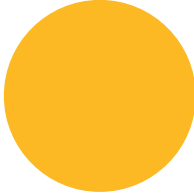
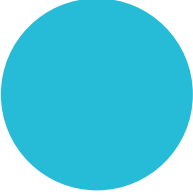
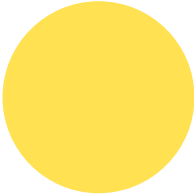
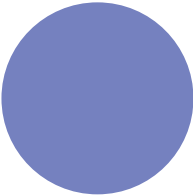

	PMS 7413	CMYK C 0 M 53 Y 100 K 4	RGB R 236 G 136 B 29		PMS 512	CMYK C 50 M 100 Y 15 K 10	RGB R 135 G 33 B 117
	PMS 146	CMYK C 0 M 43 Y 100 K 33	RGB R 178 G 116 B 14		PMS 2627	CMYK C 77 M 100 Y 0 K 31	RGB R 173 G 23 B 109
	PMS 167	CMYK C 0 M 60 Y 100 K 17	RGB R 208 G 111 B 26		PMS 2767	CMYK C 100 M 78 Y 0 K 54	RGB R 0 G 36 B 93
	PMS 7427	CMYK C 0 M 100 Y 65 K 28	RGB R 181 G 9 B 56		PMS 303	CMYK C 100 M 11 Y 0 K 74	RGB R 0 G 63 B 95
	PMS 229	CMYK C 0 M 100 Y 15 K 60	RGB R 122 G 0 B 60		PMS 357	CMYK C 80 M 0 Y 100 K 56	RGB R 0 G 99 B 37
	PMS 242	CMYK C 10 M 100 Y 0 K 49	RGB R 130 G 0 B 83		PMS 7496	CMYK C 40 M 0 Y 100 K 38	RGB R 109 G 141 B 36

COLOR PALETTES

Secondary Color Palette

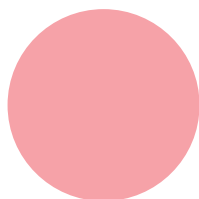
The secondary color palette has been carefully chosen to complement the UCSD Health Sciences primary color palette. This palette is intended to accent the primary palette by applying to elements such as small solid areas and typography. This palette should be used sparingly and purposefully.

Medium Values

	PMS 486	CMYK C 0 M 47 Y 41 K 0	RGB R 247 G 156 B 136		PMS 7465	CMYK C 50 M 0 Y 25 K 0	RGB R 122 G 204 B 200
	PMS 7409	CMYK C 0 M 30 Y 95 K 0	RGB R 253 G 185 B 36		631	CMYK C 67 M 0 Y 12 K 2	RGB R 38 G 188 B 215
	PMS 7404	CMYK C 0 M 9 Y 79 K 0	RGB R 255 G 255 B 82		272	CMYK C 58 M 48 Y 0 K 0	RGB R 117 G 129 B 191
	PMS 583	CMYK C 23 M 0 Y 100 K 17	RGB R 176 G 188 B 34				

COLOR PALETTES

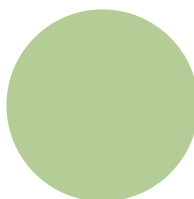
Secondary Color Palette Light Values



PMS
701

CMYK
C 0
M 45
Y 20
K 0

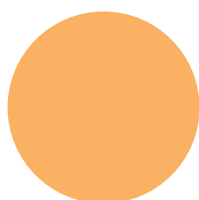
RGB
R 246
G 162
B 168



PMS
577

CMYK
C 24
M 0
Y 46
K 10

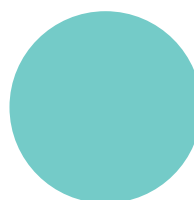
RGB
R 180
G 204
B 149



PMS
7411

CMYK
C 0
M 35
Y 69
K 0

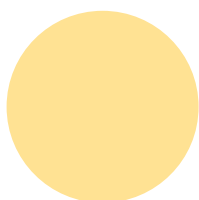
RGB
R 251
G 177
B 99



PMS
7472

CMYK
C 52
M 0
Y 25
K 0

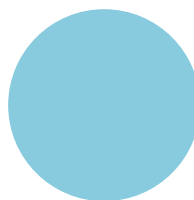
RGB
R 116
G 203
B 200



PMS
7403

CMYK
C 0
M 10
Y 50
K 0

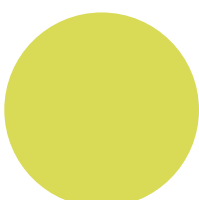
RGB
R 255
G 226
B 147



PMS
7458

CMYK
C 40
M 0
Y 5
K 6

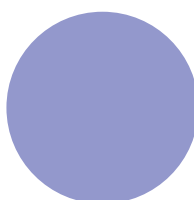
RGB
R 136
G 203
B 223



PMS
617

CMYK
C 12
M 0
Y 79
K 6

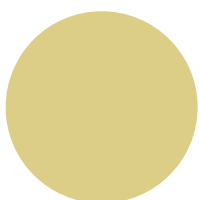
RGB
R 217
G 218
B 85



PMS
271

CMYK
C 43
M 37
Y 0
K 0

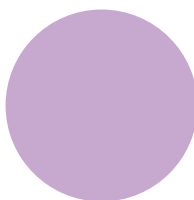
RGB
R 147
G 152
B 204



PMS
617

CMYK
C 0
M 2
Y 48
K 17

RGB
R 220
G 206
B 134



PMS
7439

CMYK
C 20
M 35
Y 0
K 0

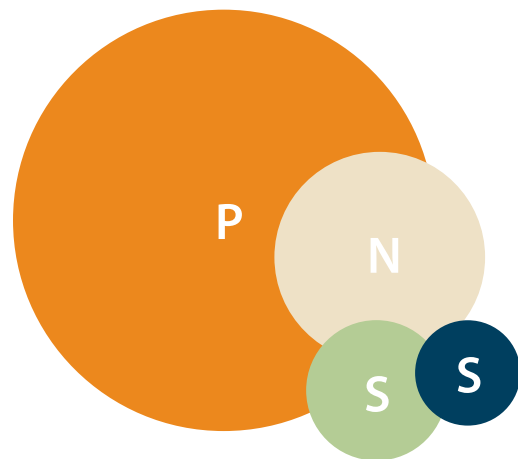
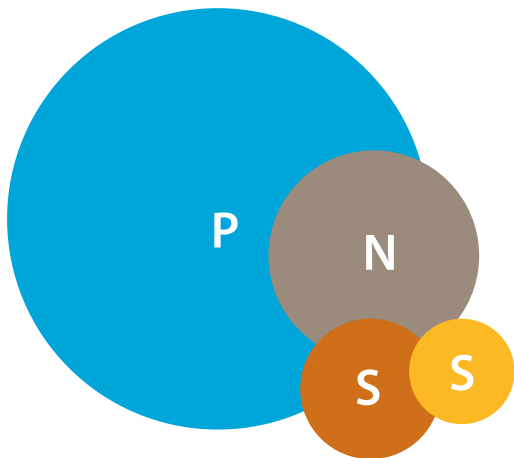
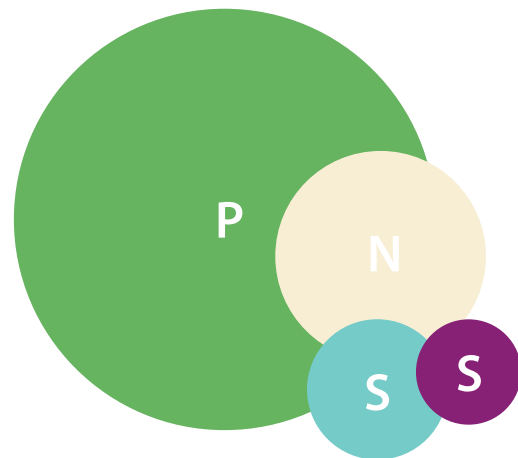
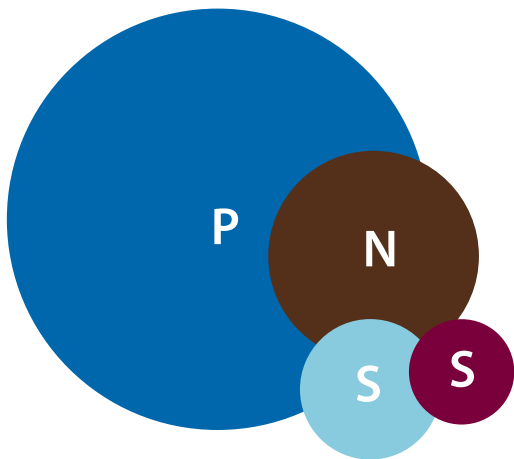
RGB
R 199
G 169
B 208

COLOR PALETTES

Sample Color Combinations

Examples shown on this page demonstrate how colors from the Primary, Neutral and Secondary color palettes can be combined and used in proportion to form color palettes that are unique and yet unified with the Primary color palette.

P = Primary Color N = Neutral Color S = Secondary Color



SECTION SEVEN

TYPOGRAPHY

The UCSD Health Sciences style extends to the use of the typeface options shown on the following pages. These typefaces reflect the UC San Diego Health Sciences style and are functional, possessing a range of weights and styles for complex typographic needs.

Primary San Serif Typeface for Online and Office Use

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Arial Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Primary Serif Typeface for Online and Office Use

Times

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

T Y P O G R A P H Y

Primary Typeface for the UC San Diego Health Sciences Logo

Rotis Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Primary San Serif Typeface for Print

Futura

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Condensed Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Futura Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Futura Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890**

Futura Extra Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890***

TYPOGRAPHY

Primary Serif Typeface for Print

Baskerville

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Baskerville Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Baskerville Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Baskerville Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Baskerville Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Baskerville Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Serif Font for Heads Only

Trajan Pro (Caps)

TRAJAN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMOPQRSTUVWXYZ1234567890

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZABCDEFGHIJKLMOPQRSTUVWXYZ1234567890

San Serif Font for Heads Only

Impact

Impact Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Secondary San Serif Typefaces for Body and Heads

Use in Multiple Weights and Italics

Avante Garde

Myriad Pro

Secondary Serif Typefaces for Body and Heads

Use in Multiple Weights and Italics

Century Old Style

Bodoni

SECTION EIGHT

UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Planning a Publication

Publications now exist in traditional printed formats and in increasingly popular electronic media. For assistance in developing a publication of any format, you may contact the UCSD Health Sciences Marketing and Communications department. Often, the Marketing and Communications department already has preexisting processes and design templates that may be particularly helpful in advancing a project. In the event that Marketing and Communications is unable to accept your project, we can still work cooperatively with other UCSD departments or outside firms, helping guide the design of your publication and overseeing production.

To get started, please fill out the UCSD Health Sciences Publications Work Order form on the following page.

UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

UC San Diego Health Sciences Publications Work Order **Date:** _____

This work order is intended to assist us in understanding your needs for a publication and to serve as a roadmap to completing your project most efficiently. Please submit this form along with any attachments by email at hsmarketing@ucsd.edu or by fax at (619) 471-9378.

Project Request

New job Update/revisions Reprint only Consultation only

Blanket (charge) number: _____ Department: _____

Your name: _____ Phone: _____

Fax: _____ E-mail: _____

Person(s) who will have ultimate approval: _____

Project Details

Project name: _____

Target audiences: _____

The message for the audiences: _____

What you want your audiences to do: _____

Invitation Brochure Card Return envelope Poster Flier Program Other

Further details: _____

Number of pieces: Number of copies (of each): _____

Distribution

Mailed Self-mailer Fit in envelope Hand delivered (give details for delivery):

Will this piece be distributed with other existing piece(s)? No Yes (description and/or sample to follow):

Does this replace existing piece(s)? No Yes (description and/or sample to follow):

Project Schedules

Delivery date: Delivery location: _____

Other critical dates: _____

Project Budgets: Estimate required No estimate required

Text/Copy

Final approved copy: Microsoft Word file to be emailed by (date): _____

Preliminary copy: Microsoft Word file to be emailed by (date): _____

Copy to be written by (name): _____ Phone: _____

Email: _____ Sent by (date): _____

Photos/Art

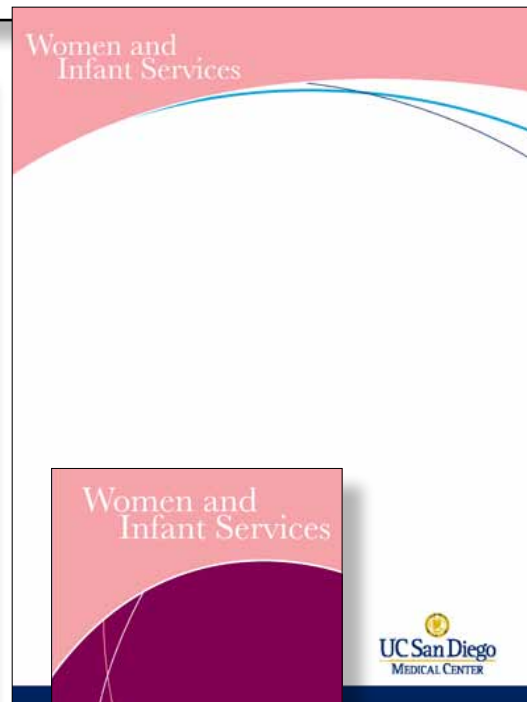
Attached Copy to be written by (name): _____

Phone: _____ Email: _____ Sent by (date): _____

UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

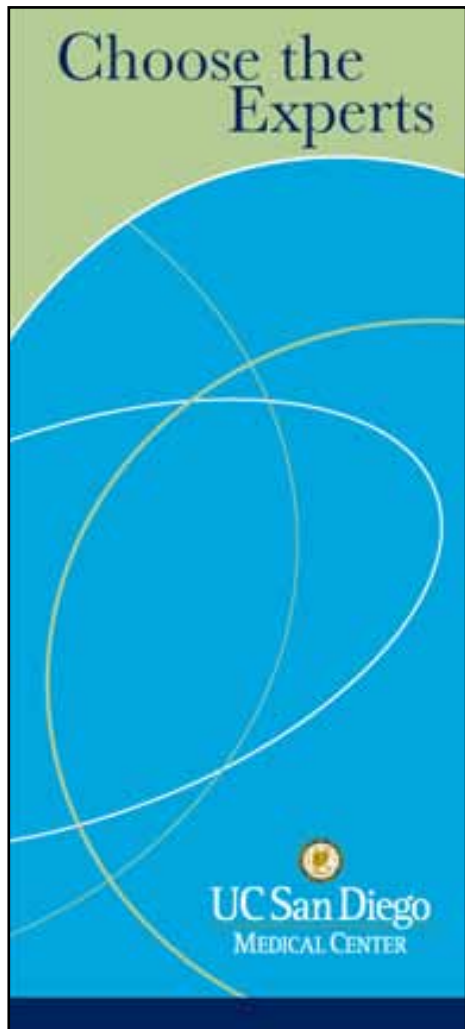
UC San Diego Medical departmental branding



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center Brochure Templates



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center Brochure Template Spreads

Choose the Experts

UC San Diego Medical Center Online Services

- Find physicians, medical specialties, maps, health news and much more
- Enroll in MyUCSDChart - order your prescription refills online, e-mail your doctor's office, get automatic health reminders and more
- Link to detailed physician profiles
- Request an appointment online
- Register online for seminars and childbirth classes/hours
- Find accurate, up-to-date health information
- Search for clinical trials
- Subscribe to our monthly health e-newsletter

To learn more about UC San Diego Medical Center call our Physician Referral Service at 1-800-926-UCSD (8273) or visit www.ucsdmedicalcenter.com

Why Choose UC San Diego Medical Center?

- **World Class** - which means patients don't always have to go far to get the best diagnosis and treatment available.
- **Compassionate** - our staff makes it easier to call and register.
- **Medical Center** - physicians that offer a breadth of UCSD specialties.

We would be honored to provide care for you and your family. After receiving our health information sheets, be sure to drop your referral request at our 1270 Medical Center.

Physician Referral Service 1-800-926-UCSD (8273)

UC San Diego physicians and hospital conveniently is ranked as one of "The Best Doctors in America" and "San Diego's Best Doctor." The easiest way to connect with all UC San Diego's outstanding physicians and services is to choose a primary care doctor at UC San Diego. Primary care doctors provide general care and can refer you to specialists throughout the UC San Diego Medical Center system.

Our experienced staff can provide:

- Guidance in choosing a primary care or specialty physician
- Information about services, programs and Centers of Excellence
- Information about insurance plans accepted by UCSD Medical Center
- Guidance in hours and services

Call of the Member - Tides 8:00 to 5:00 pm 1-800-926-UCSD (8273)

UC San Diego MEDICAL CENTER

Our Patient Relations Experience

Our goal is to maintain exceptional health care service for each patient that enters our hospitals and clinics. This is accomplished through the UC San Diego Medical Center's mission.

Our Mission

To take exceptional care of people:

- By providing excellent and compassionate patient care
- By advancing medical discoveries
- By educating the healthcare professionals of tomorrow

We Listen To You

"We Listen" To You

Our goal is to give you extraordinary service. Please let us know how we are doing by taking a moment to tell us about your visit to UCSD Medical Center.

PATIENT NAME: _____

PATIENT MEDICAL RECORD NUMBER OR DATE OF BIRTH: _____

YOUR NAME IF DIFFERENT THAN PATIENT: _____

DAYTIME PHONE NUMBER: _____

Thank you for helping us to continually improve our service so we can meet or exceed your expectations.

Completed forms may be mailed to:
UC San Diego Medical Center
Attn: "We Listen"
200 W. Arbor Drive
San Diego, CA 92103-8979
Or please call us at 619-543-5678.

5-Star Treatment

I was pleased with the service I received.

DEPARTMENT: _____

LOCATION: _____

COMMENTS: _____

I would like to send a note of thanks to:

SPECIFIC INDIVIDUAL: _____

ENTIRE DEPARTMENT: _____

Less Than 5-Star Treatment

I have suggestions for improvement.

DEPARTMENT: _____

LOCATION: _____

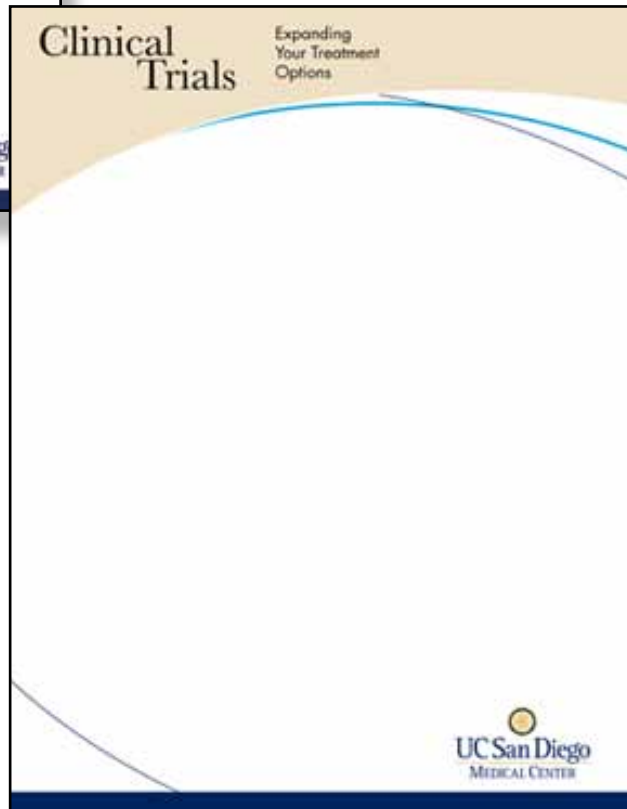
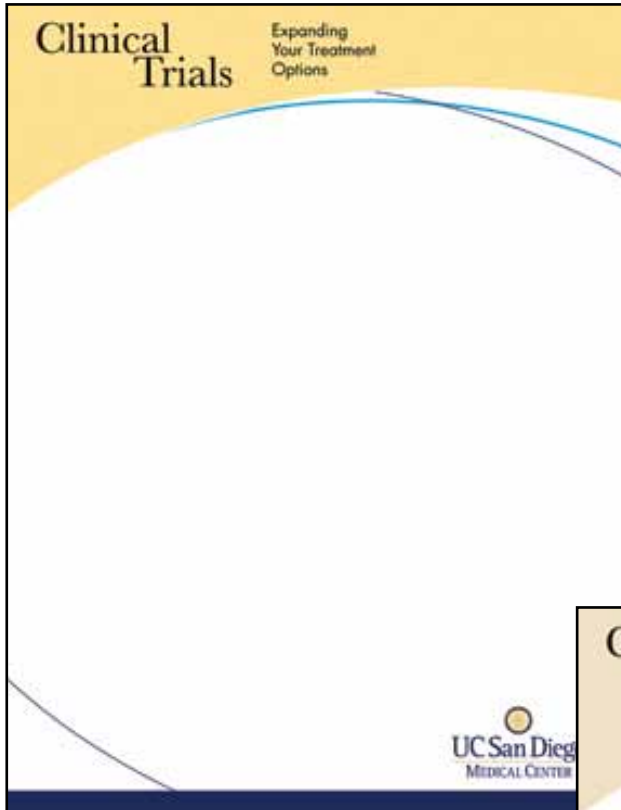
COMMENTS: _____

UC San Diego MEDICAL CENTER
www.ucsdmedicalcenter.com

UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center 8.5" x 11" Flyer Shells



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center 8.5" x 11" Flyer Shells



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center full-page ad sample and templates

Photo Here

Headline Centered.

Lorem ipsum his prima conclusionemque eu, et nihil voluptua erroribus qui. Porro nemore tibi que has ut, te utamur alienum consetetur usu. Eos eu quando partem neglegentur, ea duo meis dolor adversarium. Eam doctus blandit rationibus id, usu atomorum accommodare at.

At quem vocibus electram mel, suas erant dignissim te ius. Ius eu utamur urbanitas, tota aperiam medicritatem nec ea. Cu nihil mazim mollis duo, quo kasd etiam deseruisse eu, at partem eligendi omittantur eam.


Subhead

- Lorem ipsum his prima
- Porro nemore tibi que has ut, te utamur alienum consetetur usu.

Subhead

- At quem vocibus electram
- Cu nihil mazim mollis
- At partem eligendi
- Porro nemore

Lorem ipsum his prima conclusionemque eu, et nihil voluptua erroribus qui. Porro nemore tibi que has ut, te utamur alienum consetetur usu. Eos eu quando partem neglegentur, ea duo meis dolor adversarium. Eam doctus blandit rationibus id, usu atomorum accommodare at.



UC San Diego
MEDICAL CENTER

www.ucsdmedicalcenter.com
1-800-926-UCSD (8273)

Photo Here

Headline Centered.


Lorem ipsum his prima conclusionemque eu, et nihil voluptua erroribus qui. Porro nemore tibi que has ut, te utamur alienum consetetur usu. Eos eu quando partem neglegentur, ea duo meis dolor adversarium. Eam doctus blandit rationibus id, usu atomorum accommodare at.

At quem vocibus electram mel, suas erant dignissim te ius. Ius eu utamur urbanitas, tota aperiam medicritatem nec ea. Cu nihil mazim mollis duo, quo kasd etiam deseruisse eu, at partem eligendi omittantur eam.

Subhead

- Lorem ipsum his prima
- Porro nemore tibi que has ut, te utamur alienum consetetur usu.

Lorem ipsum his prima conclusionemque eu, et nihil voluptua erroribus qui. Porro nemore tibi que has ut, te utamur alienum consetetur usu. Eos eu quando partem neglegentur, ea duo meis dolor adversarium. Eam doctus blandit rationibus id, usu atomorum accommodare at.



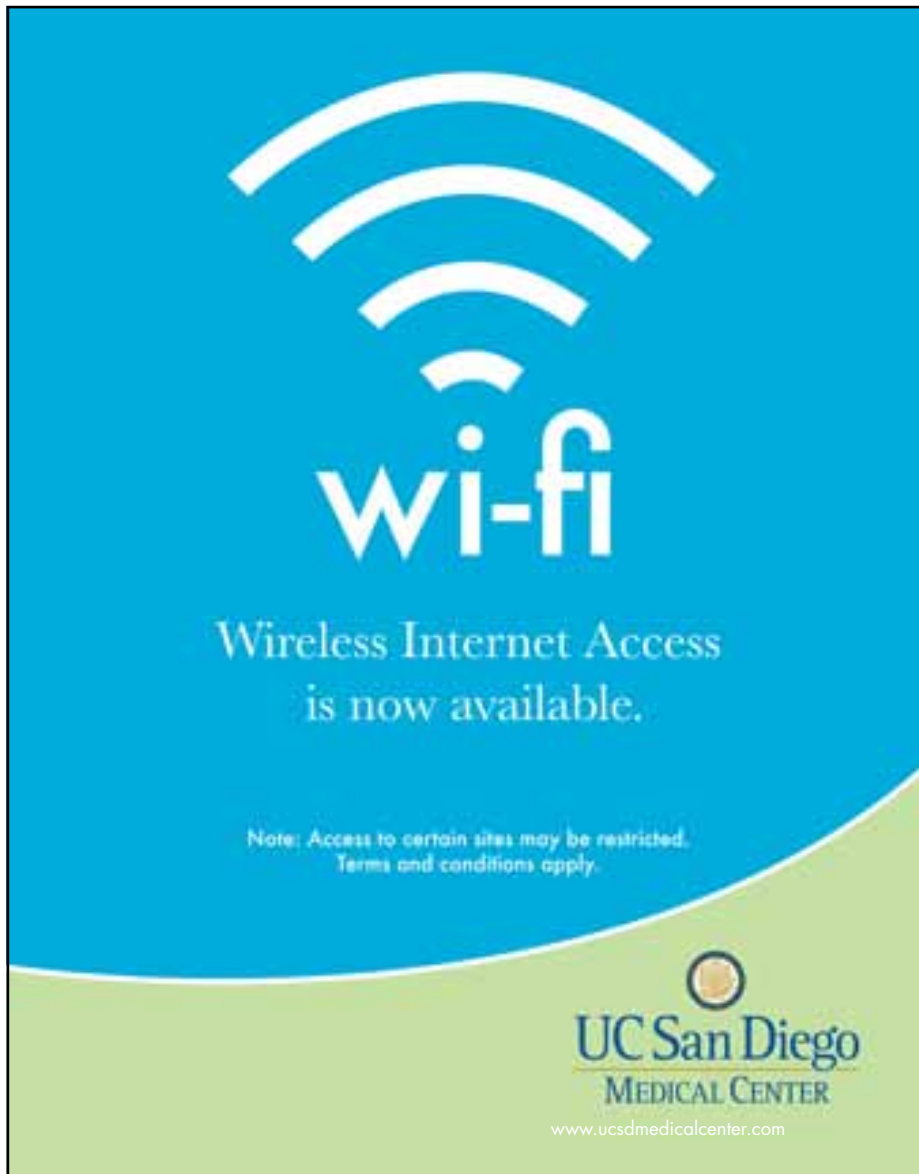
UC San Diego
MEDICAL CENTER

www.ucsdmedicalcenter.com
1-800-926-UCSD (8273)

UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Medical Center Poster



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

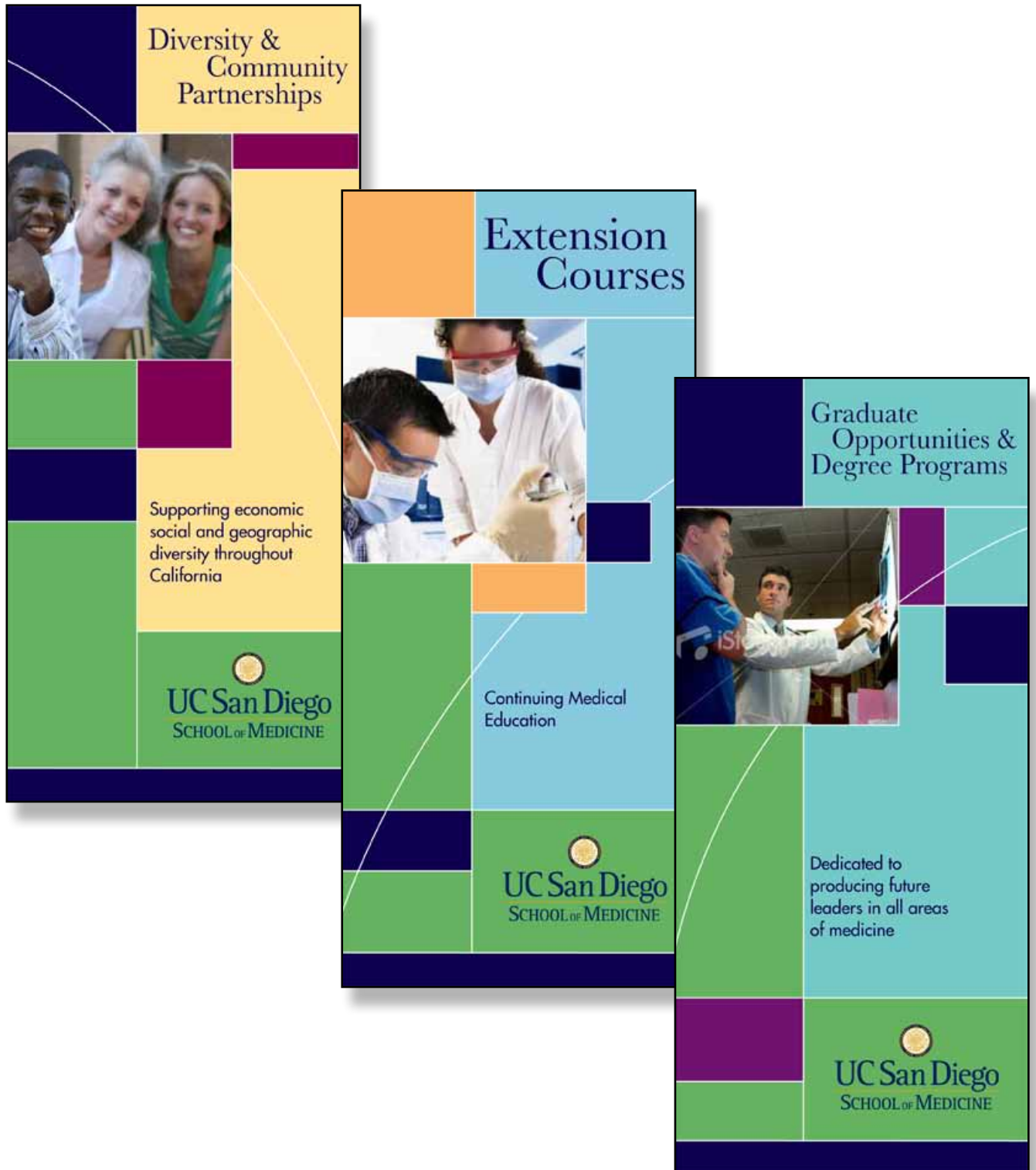
UC San Diego Health Sciences 9" x 12" Folder



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

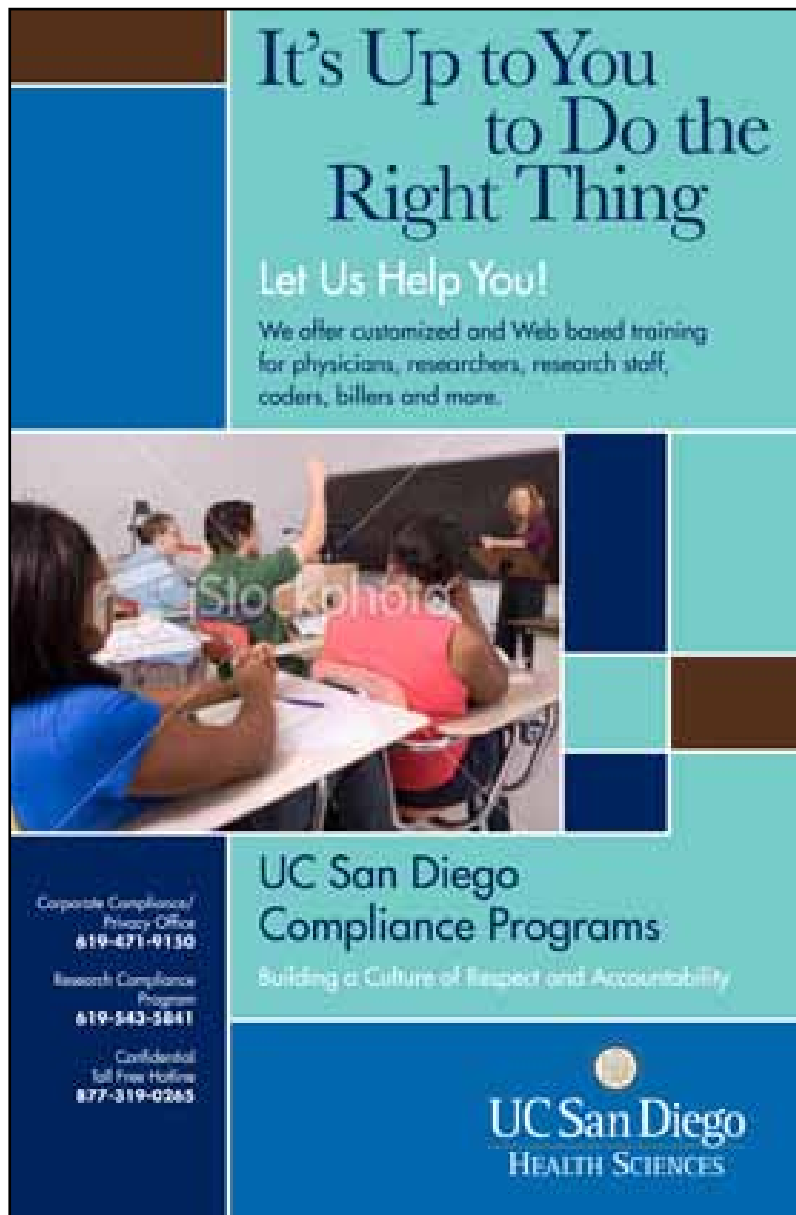
UC San Diego Health Sciences Academic Brochures



UC SAN DIEGO HEALTH SCIENCES PUBLICATIONS

Style Application

UC San Diego Health Sciences Poster



UC SAN DIEGO HEALTH SCIENCES PUBLICATION

Style Application

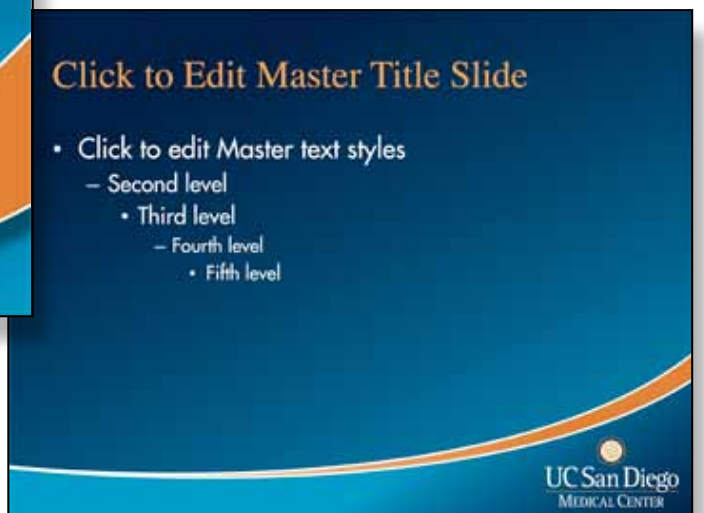
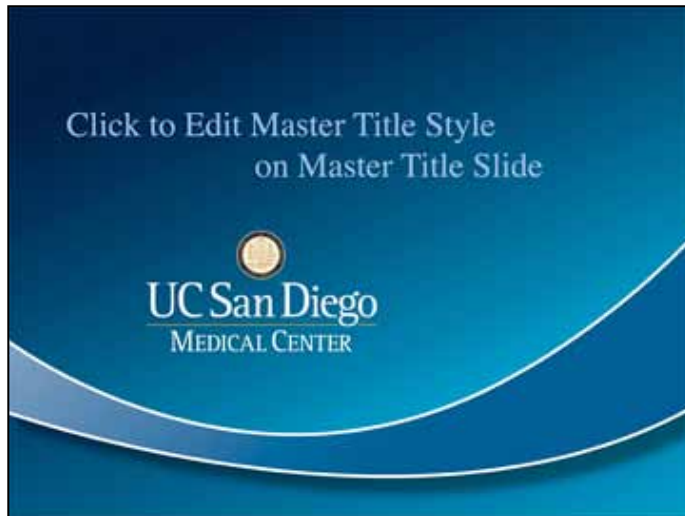
UC San Diego Health Sciences Internal Communications HealthSpan E-newsletter



UC SAN DIEGO MEDICAL CENTER

Style Application

PowerPoint Master Templates Title and Main Pages



UC SAN DIEGO HEALTH SCIENCES

Style Application

PowerPoint Master Templates Title and Main Pages



UC SAN DIEGO HEALTH SCIENCES

Style Application

PowerPoint Master Templates Title and Main Pages



UC SAN DIEGO SCHOOL OF MEDICINE AND SCHOOL OF PHARMACY

Style Application

PowerPoint Master Templates Title and Main Pages



STATIONERY STANDARDS

Ordering Business Stationery

Official UCSD Health Sciences business stationery may be ordered through the Forms Management department at UCSD Medical Center. The Forms Management department website is accessible on computers connected to the clinical network. This intranet site may be found on <http://forms.ucsd.edu>. Alternatively, you may call Forms Management at (619) 543-7675 for assistance in your order.

STATIONERY STANDARDS

Business Card

Note: The sample below is scaled larger than actual size in order to show detail. All dimensions are in decimal inches and are correct for a 3.5" x 2" card.

Specifications

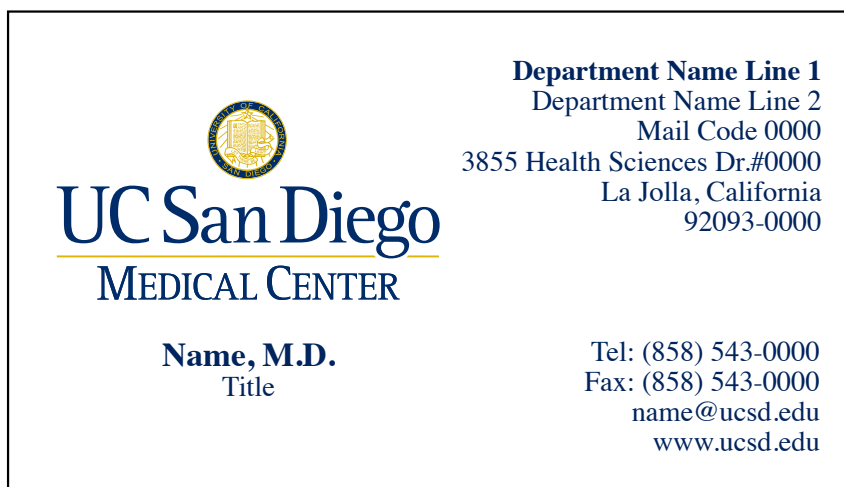
Size: 3.5" x 2"

Paper: White Wove (recycled preferred)

Weight: 80 lb. cover

Font: Times

Ink: 2 color - PMS Blue 2767 and PMS Gold 1245



STATIONERY STANDARDS

Letterhead

Note: The sample below is scaled to fit the page. All dimensions are in decimal inches and are correct for an 8.5" x 11" sheet.

Specifications

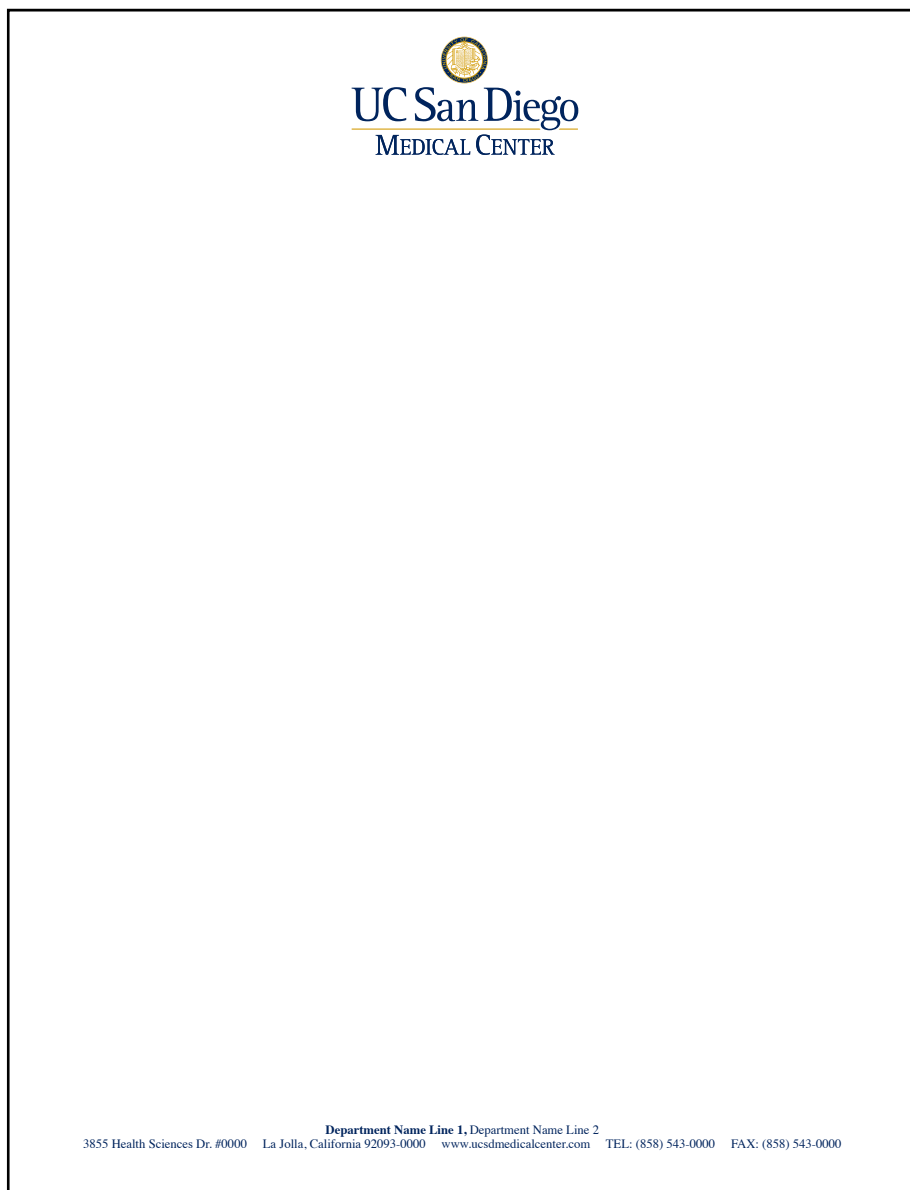
Size: 8.5" x 11"

Paper: Capitol Bond White (recycled)

Weight: 24 lb. Writing, 25% Cotton

Font: Times

Ink: 2 color - PMS Blue 2767 and PMS Gold 1245



STATIONERY STANDARDS

Letterhead with Physician Information

Note: The sample below is scaled to fit the page. All dimensions are in decimal inches and are correct for an 8.5" x 11" sheet.

Specifications

Size: 8.5" x 11"

Paper: Capitol Bond White (recycled)

Weight: 24 lb. Writing, 25% Cotton

Font: Times

Ink: 2 color - PMS Blue 2767 and PMS Gold 1245



STATIONERY STANDARDS

Letterhead with Physician List

Note: The sample below is scaled to fit the page. All dimensions are in decimal inches and are correct for an 8.5" x 11" sheet.

Specifications

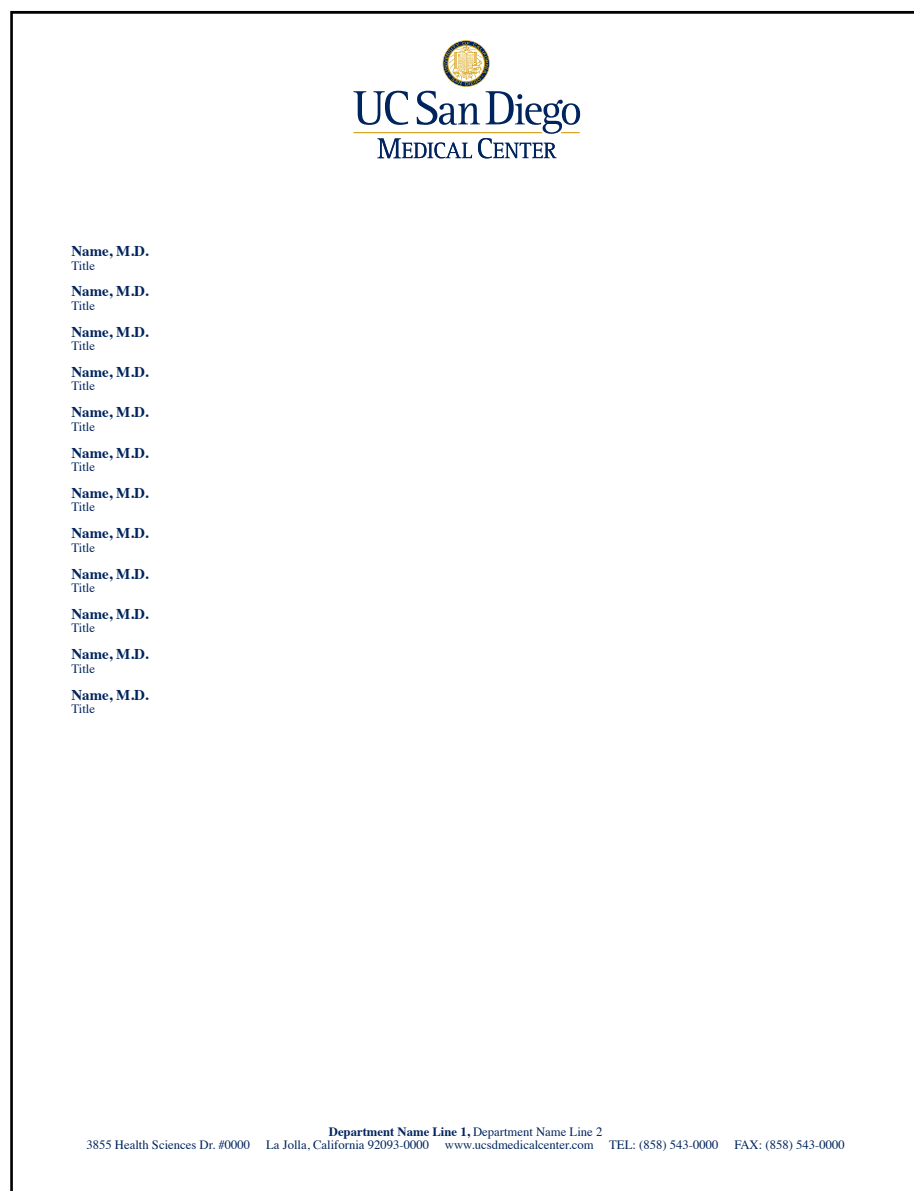
Size: 8.5" x 11"

Paper: Capitol Bond White (recycled)

Weight: 24 lb. Writing, 25% Cotton

Font: Times

Ink: 2 color - PMS Blue 2767 and PMS Gold 1245



STATIONERY STANDARDS

#10 Envelope

Note: The sample below is scaled to fit the page. All dimensions are in decimal inches and are correct for a #10 envelope.

Specifications

Size: Business Envelope size #10

Paper: White Wove (recycled)

Weight: 24 lb. Writing, 25% Cotton

Font: Times

Ink: 2 color - PMS Blue 2767 and PMS Gold 1245

