Purpose

This policy provides guidelines for the use of the University name, seal, UCSF logo, and adherence to the UCSF brand identity.

Definitions

UCSF Name

Uses of "University of California," "University of California, San Francisco," "UC San Francisco," and "UCSF" in any context that implies official representation of or endorsement by the University.

UCSF Logo

The graphic symbol for institutional identity specific to the UCSF campus.

University Seal

Engraved seal designed for official use as designated by The Regents and the President of the University of California.

Brand Identity

Guidelines on how to visually represent UCSF and UCSF-affiliated departments and groups in communications.

Policy

A. The name "University of California" is the property of the State of California. No person or
entity may, without the permission of The Regents, use this name or any abbreviation of it.

B. The official seal of The Regents is used on University diplomas, letterhead, and other corporate materials as authorized by the Secretary of The Regents. The Chancellor is delegated, within the Chancellor’s areas of jurisdiction, authority to permit use of the unofficial seal (seal with ?UCSF? in place of ?1868?) as a symbol of the University for any official purpose.

C. The UCSF logo and signature, along with the tagline ?advancing health worldwide? may be used for UCSF materials in accordance with the UCSF brand guidelines [2]. All UCSF logos and associated marks are official art files and should not be altered in any way.

D. The Chancellor is delegated authority to permit use of the names ?University of California, San Francisco,? ?UC San Francisco,? and ?UCSF? for any official purpose.

E. All sub-brand and department logos must be approved by the UCSF Office of Strategic Communications and University Relations and created only by UCSF Documents and Media or other designer (such as UCSF Health Marketing) designated by University Relations. No other logos, marks, or artwork should be used to represent UCSF-affiliated groups (departments, centers, programs, labs, etc.)

Responsibilities

The UCSF Office of Strategic Communications and University Relations has full and final authority over how the UCSF name, UCSF logos, signature, and tagline (including those associated with sub-brands, departments, and programs), may be used, and by whom.

UCSF Office of Strategic Communications and University Relations has full and final authority over UCSF brand identity, and is responsible for creation and maintenance of the UCSF brand guidelines, including addressing needs for new or modified guidelines.

Related Policies

- 050-11 - Personal Use of University Property [3]
- 050-12 - Letterhead Stationery [4]

References

- University of California Delegation of Authority 0864, Policy to Permit Use of University? s Name (DA 0864) [5]
- UCSF Guidelines for Use of the UCSF Name [6]
- UCSF Campus Code of Conduct [7]
- UCSF Visual Identity Standards [8]
- UCSF Policies and Standards for Websites [10]

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