

# UC Living Well Brand and Logo Guidelines



*A Dreamweaver template, including site images, is available to all campus Wellness web designers. Please email your request to [ayswebmaster@ucop.edu](mailto:ayswebmaster@ucop.edu). The portion of the banner that has the UC Living Well logo should always link to <http://uclivingwell.ucop.edu/>*

## About the UC Living Well initiative:

The UC Living Well initiative is designed to promote wellness activities at The University of California under a single, recognizable identity with a consistent set of messages supporting the initiative tagline, "making wellness a priority."

UC campuses, medical centers and national laboratories may wish to use elements of the initiative in publications, on websites, etc. The guidelines that follow provide specific instructions on the proper use and display of the UC Living Well brand and logo.

The UC Living Well brand and logo are the property of The University of California and may only be used within the guidelines set forth below.

## UC Living Well brand guidelines



The UC Living Well logo should always be used in a manner that presents a positive image.

The logo may not be used in any way that could state or imply an endorsement of a business, social, political, religious or economic movement, activity, program or group, or in advertising services. Co-branding of the UC Living Well logo (i.e., printing the logo next to a commercial sponsor's trademark) is not allowed.

The logo may not be used in circumstances which condone or imply support for political causes or for issues that reflect negatively on the University.

The UC Living Well logo is not to be associated with food, alcohol, tobacco, condoms, gambling products, items which could be used to maim or kill, or that could present a high liability exposure, including items that could be used as weapons. Any use or reproduction of the UC Living Well logo on promotional items must be approved by the Office of the President.

Any use of the UC Living Well logo must be submitted to [Nancy Huey](#) in the UC Office of the President, Health and Welfare Policy and Program Design. Requests may be emailed to [nancy.huey@ucop.edu](mailto:nancy.huey@ucop.edu). Upon approval, digital files (.jpg and/or .eps) will be provided along with font and color specifications.

## UC Living Well logo guidelines

The logo includes both the "UC Living Well" text and the graphic image. These core elements are to appear together as a unit and cannot be separated, altered, retyped, or recreated in any way. The logo should not be overprinted with other text. Consistency of use is important to insure the integrity of the logo. Deviations and variations only serve to diminish the brand.



### Tagline

"Making wellness a priority" is the only tagline that can appear with the UC Living Well logo. No other taglines are permitted.

### Space around logo

A safe area, which is space maintained around a logo or symbol, should be observed so that the logo does not touch other elements on the page. There should never be text or graphics touching the logo or appearing over the logo. Text or graphics should never be within the safe area, indicated by the dotted rule in the example to the left. Always place the logo on a white background. The exception is the use of the logo on a background of the University of California seal which is at a screen no darker than 10%.



### Fonts

The font used for the logotype is Caslon 3. The tagline font is Akzidenz Grotesk Bold Condensed. These fonts have been selected for their range of weights and ease of use for headlines and body copy.

#### Caslon 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

#### Akzidenz Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Colors

The two colors used for the UC Living Well logo have been chosen to align with the color palette of the University of California. The integrity of the colors is an essential part of maintaining the brand. The logo should be produced in Pantone PMS colors or the equivalent CMYK process colors. If the logo is not being printed in color, it can only be printed in black/grayscale or white.



PMS 286 coated and uncoated  
CMYK: c=100 m=66 y=0 k=2  
RGB web use: r=0 g=93 b=170



PMS 130 coated and uncoated  
CMYK: c=0 m=30 y=100 k=0  
RGB web use: r=253 g=185 b=19

## UC Living Well logo digital files

### jpeg files: logo with tagline



UCLivWell\_cmyk.jpg



UCLivWell\_rgb.jpg

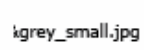


UCLivWell\_black.jpg



UCLivWell\_blk&grey.jpg

### jpeg files: logo without tagline



### eps CS2 files: logo with tagline



UCLivWell\_286&131.eps



UCLivWell\_cmyk.eps



UCLivWell\_black.eps



UCLivWell\_blk&grey.eps



UCLivWell\_white.eps

### eps CS2 files: logo without tagline



UCLivWell\_286&131\_small.eps



UCLivWell\_cmyk\_small.eps



UCLivWell\_black\_small.eps



UCLivWell\_blk&grey\_small.eps



UCLivWell\_white\_small.eps

### eps Illustrator 8 files: logo with tagline



UCLivWell\_286&131\_8.eps



UCLivWell\_cmyk\_8.eps



UCLivWell\_black\_8.eps



UCLivWell\_blk&grey\_8.eps



UCLivWell\_white\_8.eps

### eps Illustrator 8 files: logo without tagline



UCLivWell\_286&131\_small8.eps



UCLivWell\_cmyk\_small8.eps



UCLivWell\_black\_small8.eps



UCLivWell\_blk&grey\_small8.eps



UCLivWell\_white\_small8.ep