

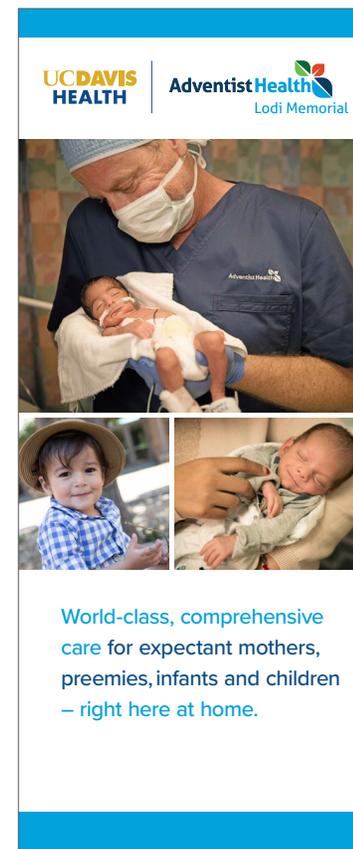
# Use and layout guidelines

## 3.4 Co-branding

When visually representing more than one institution or partner, the UC Davis Health logo should be treated equally to other institution and partner logos where applicable, meaning it should appear the same size.

Our preference is that the UC Davis Health logo be prominent in the layout. Use the color logo if it does not clash with the partner color palette.

All co-branding materials and logo lockups must be approved by the Public Affairs and Marketing Department. For additional questions, email [hs-marketing@ucdavis.edu](mailto:hs-marketing@ucdavis.edu).



# Use and layout guidelines

## Co-branding continued

### Partnerships and affiliations

#### Logo lockups

When visually representing our brand with other medical partnerships or affiliations, the UC Davis Health horizontal one-color logo or sub-brand logos (depending on partnerships and affiliations) should always be used.

**Note:** This alternate configuration is only approved for limited use in occasions where the stacked logo does not fit.

The description line is always set in Proxima Nova Semibold caps.

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#### Defining brand partners and affiliates

The decision to use the university name, UC Davis Health, and the names and/or logos of its sub-brands, is at the full discretion of the university and subject to ongoing UC Davis Health approvals, which can be revoked based upon criteria outlined in the partnership, affiliation, or center of excellence agreement.

### UC Davis Health Co-branding

For partner logotypes that include descenders (when a letter extends below the baseline of a font)

**PARTNER** UC Davis Health participates with a corporation, company, partnership, or joint venture with a third party organization; or when UC Davis Health and a third party exclusively share responsibility for a service line or practice. UC Davis Health will be involved in maintaining oversight of the quality and safety of the practice/service line or partner programs.



### Children's Hospital Co-branding



**AFFILIATE** UC Davis Health provides long-term professional services or advanced training to a third party organization, or where the third party organization is an official member of a UC Davis Health program (e.g., the Cancer Care Network).



**CENTER OF EXCELLENCE** Designates a third party organization who has applied for, and receives approval to be, a UC Davis Health Center of Excellence, based on meeting specific written criteria and metrics.



**Please note:** Logo lockup examples for partners with logotype with no descenders on next page

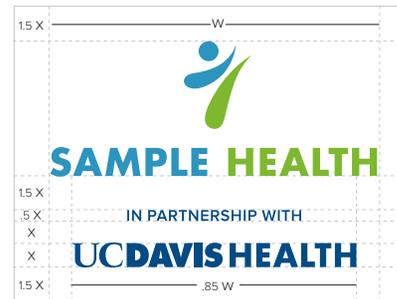
# Use and layout guidelines

## Co-branding continued

### UC Davis Health Co-branding

(For partner logotypes that do NOT include descenders)

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# Use and layout guidelines

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## Co-branding continued

### Partnerships and affiliations

#### Applications

Refer to the design specifics on the previous page for fonts, logo size requirements, and preferred placement when applying these solutions to print materials and other usage.

When appropriate for print applications, you may use the two-color horizontal logo. For newsprint, please use the one-color logo.

All print materials must be approved by the Public Affairs and Marketing Department. For approval or for additional questions, email [hs-marketing@ucdavis.edu](mailto:hs-marketing@ucdavis.edu).

### Full Partner



Full partner ad example

### Affiliation



Affiliation ad example

### Center of Excellence



Center of Excellence ad example