

University of California Health Milk Bank

Brand Guide

UNIVERSITY
OF
CALIFORNIA
HEALTH

Milk
Bank



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Logo

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Logo Usage

The official University of California Health Milk Bank logo is an expansion of the University of California word mark and is preferred in the vertical configuration. “Health” is always distinguished from the word mark.

1. The preferred logo is to be used on white or light colored backgrounds.
2. The reversed logo is to be used on the pink to UC blue gradient or darker colored backgrounds.

1.



2.



Clear Space

To ensure legibility and recognizability, our logo must have a minimum clear space around it.

1. In most cases, the University of California Health Milk Bank brand logo should be of equal prominence to any other brands it is shown with.
2. Allow for adequate space around the logo when used in conjunction with other identifiers.
3. Do not place other identifiers closer than the equivalent of the width of 1/2 the logo.



Misuse

Even in the most flexible and dynamic visual system, guidelines and consistency are critical to ensure we understand who we are. Here, we offer guidelines on what not to do with the University of California Health Milk Bank logo lock-up.

1. Do not change the logo font.
2. Do not center or right-align the logo.
3. Do not change the space between any of the words in the logo.
4. Do not add drop shadows, typographic effects or distortion to the logo.
5. Do not repeat the positive logo on a colored or gradient background.
6. Do not use a 'light' font weight of Kievit. Our entity lock-ups are set in "book."
7. Do not recolor or use unapproved colors for the logo.
8. Do not place text or graphical elements within the logo's clear space.
9. Do not place logo on a distracting background.



Logo

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Taglines

Donor Audience Tagline:

Love in every drop.

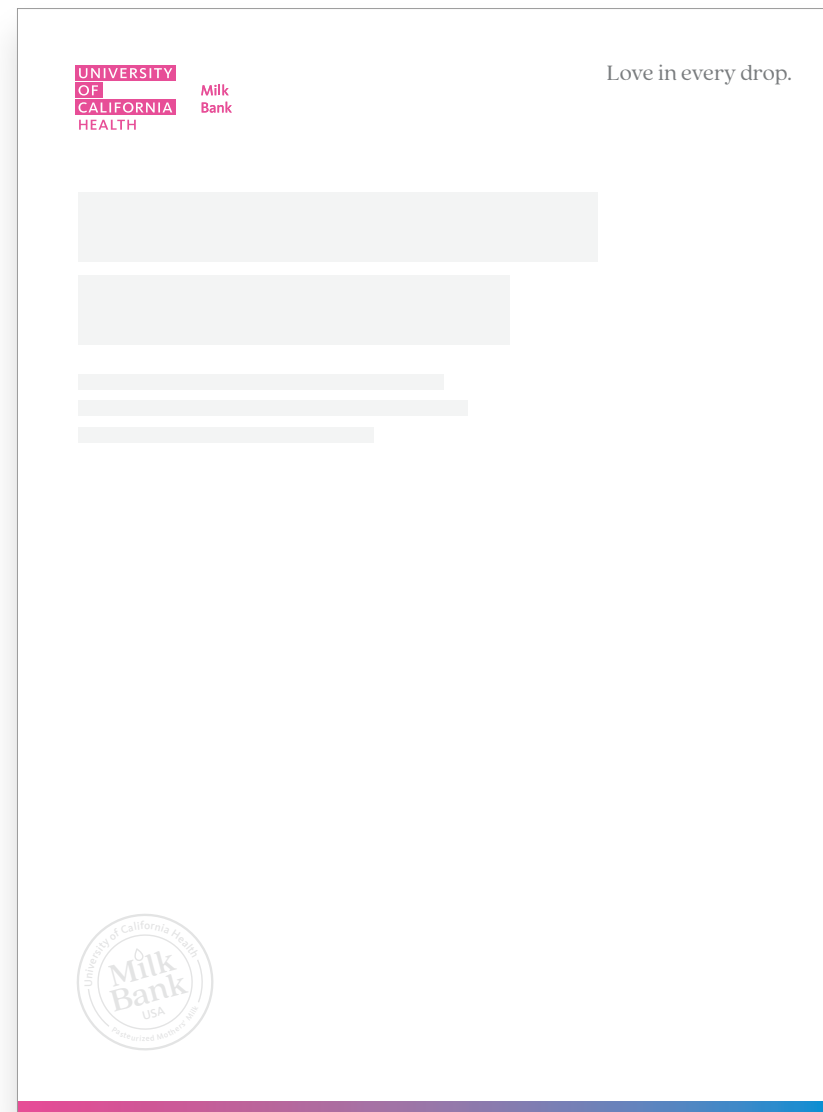
Positioning: University of California Health Milk Bank is creating a stronger, healthier community by making human breast milk accessible for every newborn. With a growing network of donors, we're able to provide fundamental nutrition to newborns throughout the United States.

Usage:

- “Love in every drop” should be used for materials directed at the donor audience.
- Because the tagline is emotional, the headline and primary messaging should be direct and explanatory.
- Sample ideas: accessibility, the idea that any amount helps, building a healthier community.

Generic Tagline Usage: In most cases, the tagline should be used as a secondary sign-off that's locked up with the logo according to the identity's graphic standards.

In some cases, the tagline can be used as a separate message apart from the logo. This can happen if the tagline is the only messaging featured, aside from a CTA if applicable. An example of this would be a Facebook header which only features the logo and tagline.



Tagline to be positioned opposite the UCAH Milk Bank Logo.

Taglines

Hospital Audience Tagline:

The standard in newborn nutrition.

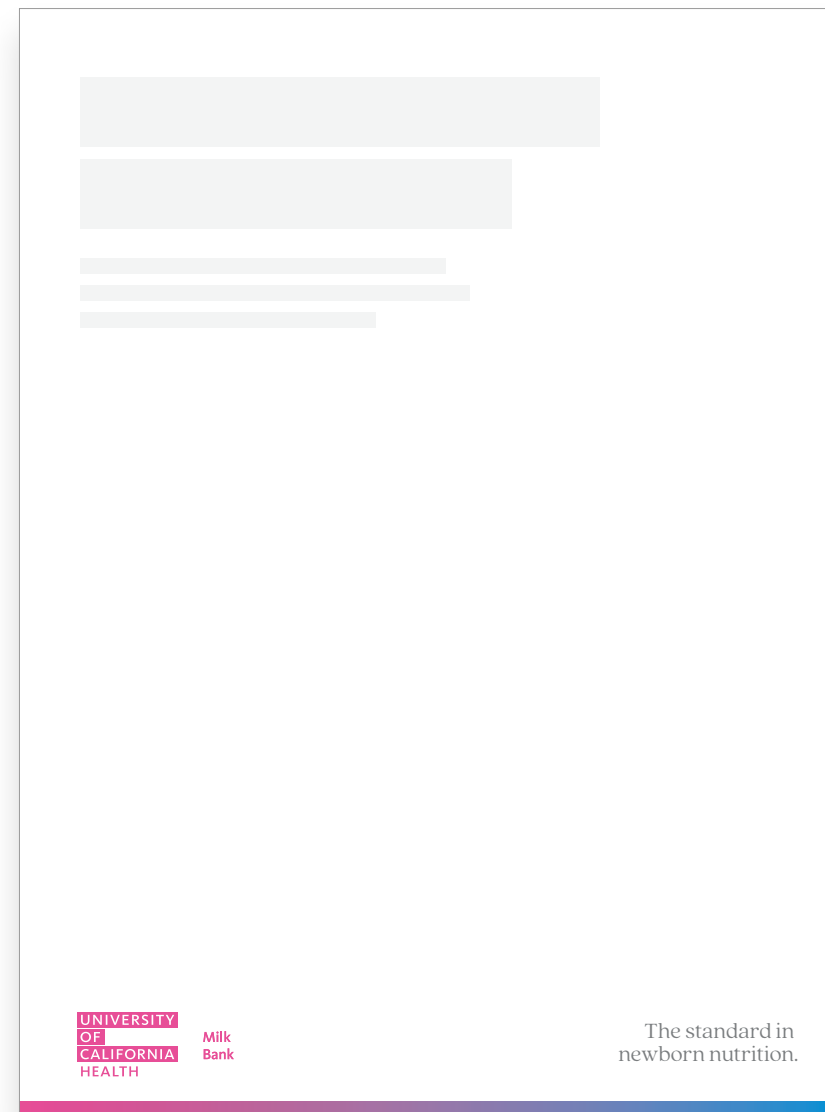
Positioning: For hospitals that want access to the highest quality human breast milk, University of California Health Milk Bank upholds a rigorous testing process of donor mothers to ensure our donated milk is the best product.

Usage:

- “The standard in newborn nutrition” should be used for materials directed for the hospital audience.
- Sample messaging: Explain the testing process or the higher quality product. Messaging that better explains how hospitals will benefit from having this high-quality product.

Generic Tagline Usage: In most cases, the tagline should be used as a secondary sign-off that’s locked up with the logo according to the identity’s graphic standards.

In some cases, the tagline can be used as a separate message apart from the logo. This can happen if the tagline is the only messaging featured, aside from a CTA if applicable. An example of this would be a Facebook header which only features the logo and tagline.



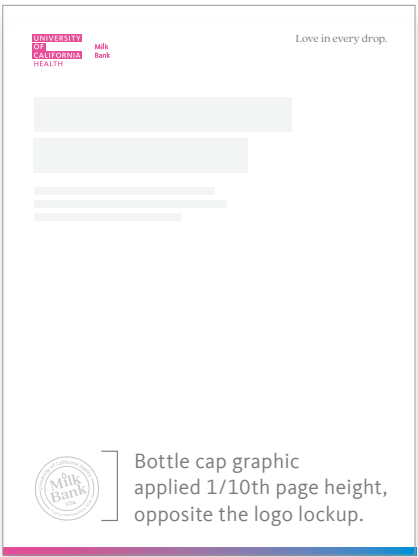
Tagline to be positioned opposite the UCAH Milk Bank Logo.

Bottle Cap Graphic

The University of California Health Milk Bank bottle cap graphic is designed to be used as an optional seal near the footer of documents. It should never be used in close proximity of the UCAH Milk Bank Logo or Tagline. The graphic is rotated 15-degrees to give the look of a hand-applied stamp and applied with a 50% transparency. Printing techniques such as varnishes and foil applications are encouraged.

The graphic should be approximately 1/10th the height of the longest edge of the document. Larger applications are allowed when the graphic is the key element used in the design.

The optional tagline version is available for use when the typeset version of the tagline is not used in the same application.



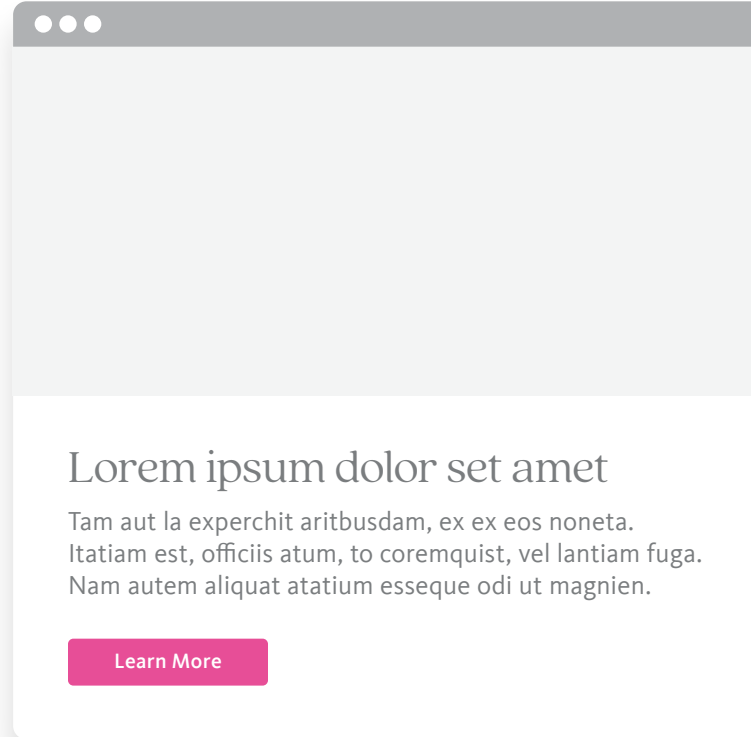
Preferred bottle cap graphic



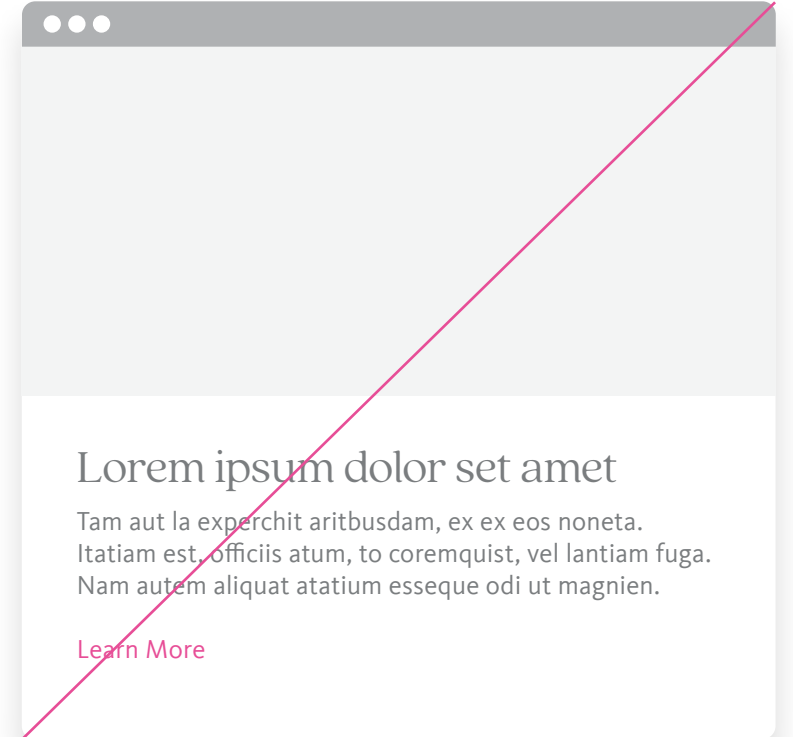
Optional tagline bottle cap graphic

Call to Action (CTA) Usage

1. A CTA should always be short, direct, and actionable. Avoid fluffy and overly-emotional CTAs (save a life).
 - Depending on the material goal, the CTA will vary.
 - If it is simply education, a “Learn More” CTA will do.
 - If you are looking for donations, have a CTA about donating.
2. If you are trying to set up a hospital partnership, “Contact Us” or “Learn More” will suffice.
3. Make sure that any copy coming before the CTA and any confirmation after flows with the CTA.
4. The CTA should be the last piece of content a user sees. Don’t ask someone to take action before you’ve explained the opportunity.
5. Always make the CTA a button rather than an inline text link.



Example of “Learn More” CTA button.



AVOID using inline text link as button.

Logo

Taglines

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Applications

Color Palette

As an important and recognizable element of the University of California Health Milk Bank brand, our color palette maintains continuity with the University brand, while pairing down the selection of colors.

- **Pink** is the primary color of University of California Health Milk Bank and will be used for headline text and colored backgrounds.
- The **Pink to UC Blue** gradient will be used primarily as an accent bar, iconography and colored backgrounds.
- **UC Gray** will be used for subheads and body copy.
- **Blue and Light Teal** will primarily be used to call out text within body copy.
- **Warm Gray** will be used at a 50% tint to create soft colored backgrounds and as an option for screened text is desired.

Pink
PMS: Rhodamine Red U
CMYK: 11 / 66 / 0 / 0
RGB: 228 / 76 / 154
HEX: #E44C9A

Blue
PMS: 302 U
CMYK: 100 / 25 / 0 / 50
RGB: 0 / 85 / 129
HEX: #005581

Light Teal
PMS: 7467 U
CMYK: 97 / 0 / 30 / 0
RGB: 0 / 163 / 173
HEX: #00A3AD

UC Blue
PMS: 299 U
CMYK: 69 / 10 / 0 / 0
RGB: 18 / 149 / 216
HEX: #1295D8

UC Gray
PMS: 425 U
CMYK: 25 / 18 / 15 / 51
RGB: 124 / 126 / 127
HEX: #7C7E7F

Warm Gray (50% tint)
PMS: Warm Gray 3 U
CMYK: 8 / 9 / 11 / 20
RGB: 190 / 182 / 175
HEX: #BEB6AF

White
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

UC Blue → Pink

Typography

The primary typefaces of the University of California Health Milk Bank brand are Quincy and Kievit. These are humanist, contemporary fonts, designed to perform well on the screen and at small sizes.

While Kievit is the headline font for the University of California Health brand system, the University of California Health Milk Bank brand uses Kievit for subheads and body copy and Quincy as our headline font.

Using Quincy for our headline font establishes more distinction between the University and Health systems and provides a warmer, more traditional feel for University of California Health Milk Bank brand communications. Quincy is also used for typesetting our taglines.

Quincy

Quincy Light
will be used
for headlines

Quincy Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,':?@#\$\$%^&*~)

Quincy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,':?@#\$\$%^&*~)

Kievit

Kievit will be used for
subheads and body copy

Kievit Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,':?@#\$\$%^&*~)

Kievit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,':?@#\$\$%^&*~)

Lifestyle Photography

University of California Health Milk Bank brand lifestyle photography should adhere to the following guidelines:

- Captures everyday people in positive, healthy lifestyle situations
- Should be candid, unposed and unstaged (subjects and environments)
- Evokes the feeling of love, family and happiness
- Has a sense of place that feels distinctly Californian
- Strives for diversity in our subjects
- Uses bright, natural light even when indoors
- Incorporates colors of the brand whenever possible
- Uses soft focus or minimal backgrounds to create clean open spaces within imagery



Iconography



Milk Donation



Financial Donation



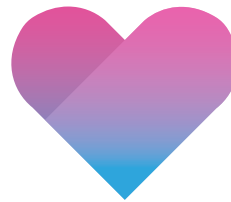
Location Services



Shopping Cart



Social Media



Volunteer



Community

Logo

Taglines

Design System

Applications

Business Card & Flyer



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About

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Our Mission

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Love in every drop.

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University of California Health Milk Bank is
elevating standards of accessible mother's milk.
[UCHealth.MilkBank.edu/Donate](#)



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Donate today at [UCHealth.MilkBank.edu/Donate](#)



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The standard in
newborn nutrition

FPO

Social Media



Scrubs



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