Artwork
Digital files with .eps extensions should be used for printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult your vendor for their preferred file format before submitting artwork for production.

Size Limit
The UK block letters with steeple that make up the UK HealthCare logo, should not be scaled less than one-half inch wide.

Clear Zone
The UK HealthCare logo should always occupy its own space. Always maintain a generous “clear” zone equal to the height of the “UK” in the logo on all sides of the logo.

Logo Size
We recommend that the height of the logo not be more than 4 times the “X” height, which is based on the maximum body copy font size. This is to ensure that the logo will not distract from the primary message of the headline and body copy.
UK HealthCare logo use

Take care to ensure the UK HealthCare logo is used correctly in all applications. The shape, color and configuration should never be altered in any way. Shown at right are some common mistakes to avoid. These examples apply for both on- and off-line reproduction. Always use the electronic artwork provided for reproduction.

UK HealthCare Logo Misuse

- Never use anything but the approved and provided logo.
- Never attempt to create your own UK HealthCare logo or signature.
- Never reproduce the logo in non-approved colors.
- Never stretch or alter the logo’s proportions.
- Never reduce the artwork beyond the size provided.
- Never attach anything to the logo.
- Never use part of the logo; it is an integral unit, always keep it whole.
- Never use the logo as part of a sentence or phrase.
- Never alter the horizontal orientation of the logo.
- Never use the logo in a crowded space.
- Never print on top of the logo.
- Never use the logo as a watermark or pattern.

You are the “heart” of the UK HealthCare brand.

DO NOT change the typeface in the wordmark
DO NOT change the color
DO NOT outline the logo
DO NOT add shadows or glows
DO NOT shear the logo
DO NOT add holding shapes
DO NOT use the logo in a sentence or phrase
DO NOT alter size of logo elements