Brand Style Guide

for

Vanderbilt University Medical Center

NOTE: This style guide is subject to change. For up-to-date information on graphic standards for Vanderbilt University Medical Center and Monroe Carell Jr. Children’s Hospital at Vanderbilt, visit: mc.vanderbilt.edu/logo

REVISED 11/28/2016
Vanderbilt University Medical Center licenses marks that contain the word Vanderbilt and certain other marks from Vanderbilt University. As part of the Trademark License Agreement between Vanderbilt University and Vanderbilt University Medical Center, the following guidelines must be followed whenever using Vanderbilt University-owned marks. These may not be changed or modified without Vanderbilt University’s approval as set forth in the Trademark License Agreement.
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The first impression of an organization is often conveyed by verbal and visual communications. Clarity, consistency, and coherency are the hallmarks of a successful communications program. To ensure that all of our communications project a consistent visual and verbal impression and maintain superior design quality, the standards in this manual should be followed closely.

Everything produced as a communications tool — whether internal or external — is subject to Vanderbilt University’s logo guidelines for Vanderbilt University Medical Center. This includes, but is not limited to:

- Brochures and flyers
- E-mail (HTML versions)
- Forms
- Mobile apps
- Newsletters
- Patient information
- PowerPoint presentations
- Print and broadcast advertisements
- Recruitment materials
- Signs
- Specialty items and merchandise
- Stationery and business cards
- T-shirts
- Websites
- Work apparel
- Billboards
- Sponsorships
- Case studies
- Patents
- Vehicles
- Equipment
- Linens
- Office supplies
- Awards, certificates and recognition gifts

Additionally, any printed or digital item that uses a logo (for instance, tickets, badges, shuttle buses, etc.) must conform to the established logo guidelines.

Official PowerPoint templates and presentation poster templates are available for download at: mc.vanderbilt.edu/logo
All materials using any Vanderbilt logo must be approved prior to production by Vanderbilt University Medical Center Strategic Marketing. This team is available to review materials prior to production in a timely fashion to ensure they reflect the image of the Vanderbilt brand. If you have questions or doubts about the acceptability of any materials you are producing, Vanderbilt University Medical Center Strategic Marketing will provide guidance on graphic standards policies.

Send materials to design@vanderbilt.edu for review.

For information on ordering uniforms, awards and other branded merchandise see the Apparel and Promotional Products sections starting on Page 13.
**Logos**

The “complete signature” is a single unit of identification, composed of a symbol and a wordmark. Below are two examples.

The graphic elements of Vanderbilt logos are trademarks. Do not alter them in any way.

The construction of the wordmark and its relationship to the symbol have been carefully considered and should not be altered or rearranged in any manner.

Use the logos as provided. Use metallic gold ink (PMS 873) for the icon V when possible. If metallic is not available, use the non-metallic alternative PMS 7502. See Page 6 for more details about gold color.

Include the following notice on printed materials, such as brochures and flyers, whenever possible: *Vanderbilt logos are federally registered marks of Vanderbilt University.*
DO NOT

Modify the proportional relationship between elements within the logos.¹

Use the logos on any materials promoting alcohol, firearms or tobacco.

Modify the spacing between elements within the logos.

Place logo on orange, patterned or any other busy or low-contrast background.²

Reshape the logos.³

Rearrange the elements within the logos.³

Combine any additional words, images or other logos as to create new composite logos.⁴

Cut and paste logos from a website.

¹ Do not modify the proportional relationship between elements within the logos.

² Do not place logo on orange, patterned or any other busy or low-contrast background.

³ Do not reshape the logos, or rearrange the elements within the logos.

⁴ Do not combine any additional words, images or other logos as to create new composite logos.
LOGO RULES

MINIMUM CLEAR SPACE

In order for a complete signature to have its desired impact and strength it is recommended that a minimum clear space surrounds it. Other graphic elements should not crowd a signature. Placing a signature on a colored background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

![Vanderbilt University Medical Center Logo]

The minimum space is a set measurement determined in each signature and is equal to the height of the V symbol or the paper dolls. The V symbol and paper dolls, and the minimum clear space, will change proportionally as a signature increase and decrease in size.

MINIMUM SIZE

To ensure legibility, the V symbol should never be reproduced smaller than 3/16 inch symbol height. The Children’s logo should not be reproduced smaller than 1.25" across.

![Vanderbilt University Medical Center Logo]

COLOR

The primary identification colors of Vanderbilt signatures that contain the oakleaf V symbol are black for the wordmark and metallic gold for the symbol (Pantone 873, Hex 99773d, RGB 153, 119, 61). The signature may also appear entirely in black, gold or white.

In digital design the corresponding RGB values for PMS 873 are R=153, G=119, B=61; Hex color is 99773D. Graphic standards allow for subtle color adjustments depending on the amount of gold used. For thin strokes or large blocks of gold, a shade or tint of this color is permissible in order to achieve a pleasing visual match, and a consistent appearance of the gold color.

For the Children’s complete signature, the primary colors of the logo are: red: PMS 185 (90m 75y); blue: PMS 072 (100c 72m 3k); green: PMS 328 (100c 45y 32k); yellow: PMS 124 (28m 100y 6k). It may also appear entirely in white, or in black using grey for the color areas (see Page 12).
**USING THE LOGOS CORRECTLY**

**Vanderbilt University Medical Center**

This is the logo that is used to represent Vanderbilt University Medical Center on print, web and presentation materials to constituents other than consumers/patients. It represents the physical location of the medical center.

**Vanderbilt Health**

Vanderbilt Health represents all the various clinics and services that make up the clinical enterprise of the medical center. The logo is typically used for external communications directed at general consumers and patients.
Stationery Logo

This logo is restricted to official stationery and business cards of the Medical Center. Adding additional elements to stationery and business cards or creating custom stationery or business cards is not allowed.

All stationery products including letterhead, business cards, envelopes and notecards must be ordered through Vanderbilt Printing. The custom-watermarked paper is only available through Vanderbilt Printing. Because of the addition of metallic gold ink and the use of custom paper, stationery may not be printed off of desktop printers. If a second sheet is needed, use a plain sheet of the custom-watermarked paper. This paper may also be ordered through Vanderbilt Printing.
Double Branding

Using two or more logos on the same piece is referred to as double branding and is rarely approved. Some exceptions are made for community partners, sponsorships, and membership affiliation including Vanderbilt Health Affiliated Network and co-sponsorships between Vanderbilt University Medical Center and Vanderbilt University. Contact Vanderbilt University Medical Center Strategic Marketing for any exceptions.

If more than one Medical Center logo is involved (e.g., Kennedy Center, VICC and Children’s Hospital), the broadest logo is used (Vanderbilt University Medical Center) and the other entities are simply typeset as a list.

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This symposium brought to you by:

VANDERBILT UNIVERSITY MEDICAL CENTER

In collaboration with Monroe Carell Jr. Children’s Hospital at Vanderbilt and the American Heart Association

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Trademark Notice for Use in Publications

The following trademark notice should be included in publications:

Vanderbilt®, Vanderbilt University Medical Center®, V Oak Leaf Design®, Monroe Carell Jr. Children’s Hospital at Vanderbilt® and Vanderbilt Health® are trademarks of The Vanderbilt University.

This alternate version could be used when space is limited:

Vanderbilt® and the Vanderbilt logos are registered trademarks of The Vanderbilt University.
Clinics, centers, institutes, programs and departments do not have their own logos.

They are encouraged to typeset the department name in a Vanderbilt University Medical Center Strategic Marketing-approved font:

Brentwood Primary Care

Font: Whitney SemiBold

Vaccine Research Program

Font: Trebuchet Regular

When space is tight—for example on a promotional item or a uniform—the department name may be set near the logo. Clear space guidelines should be followed. It is not necessary to repeat the word Vanderbilt in the typeset department name (For Naming Guidelines, see Page 21).

NOTE: Setting the department name near the logo does not make a new composite logo and departments and clinics should not use it as such.

The logos below may be used on all materials related to their respective services, except on public websites. When these logos appear, no other Vanderbilt or Medical Center logo should appear.

For Additional LifeFlight Guidelines refer to Page 30.
OTHER LOGOS

POWERED BY VANDERBILT

Use this mark on websites and apps that choose not to have overt Vanderbilt branding either due to joint ownership such as a grant or sponsorship, or in instances when Vanderbilt chooses to be agnostic such as My Cancer Genome and Diagnostic Mentor.

The Powered By mark may be displayed on websites and apps that bear a VU licensed mark or a Medical Center related mark. If the mark is a Medical Center unrelated mark, the use must be on a non-Medical Center webpage or app.

VANDERBILT SQUARE V

This logo is acceptable for signage, billboards and other materials that allows only for a square shape, and where using the Vanderbilt University Medical Center or Vanderbilt Health logos would render them too small to be legible.
**Using the Logos Correctly**

**Children’s Logos**

**MONROE CARELL JR. CHILDREN’S HOSPITAL AT VANDERBILT**

This is the only official logo for the children’s hospital. Any use of the logo must be reviewed by Vanderbilt University Medical Center Strategic Marketing.

**FOR OFFSITE SERVICES**

The offsite version of the Children’s logo does not contain the word “at.” Use with any services that are located away from the main hospital.
Logos on Apparel and Promotional Products

Clothing and promotional products must be ordered through the Vanderbilt University Merchandise Ordering Process (MOR). Visit the Vanderbilt University Trademark Licensing Office website for instructions: vanderbilt.edu/licensing

Logos used on clothing and promotional products should have a ® registered trademark symbol. Use only approved vendors when ordering clothing and promotional products.

Below is the family of logos with the ® registered trademark symbol in the appropriate location. All approved vendors have access to these official logos.
**Ordering Products**

The Vanderbilt University Trademark Licensing Office oversees the production of branded merchandise (e.g.: t-shirts and work apparel), as well as promotional items such as pens, mugs and lanyards.

Vanderbilt trademarks, including the name and logo, may not be used for personal causes or fundraising efforts.

Any clothing carrying a Vanderbilt trademark should be professionally designed and produced by a licensed vendor. Design contests among staff are permissible if the finished design does not include a Vanderbilt trademark (the name or logo) and will not be used as work apparel (see Pages 16-18).

**Imprint Options**

<table>
<thead>
<tr>
<th>1.</th>
<th>Vanderbilt University Medical Center Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.</td>
<td>Vanderbilt University Medical Center Logo AND Clinic or Department Name</td>
</tr>
<tr>
<td>3.</td>
<td>Typeset “Vanderbilt” AND Clinic or Department Name</td>
</tr>
</tbody>
</table>

**Option 1: Vanderbilt University Medical Center Logo**

**SINGLE-COLOR ART**

The mark is imprinted in one color: black, white or gold (PMS 873C).

**NOTE:** On products that are gold, imprint black or white.

**TWO-COLOR ART**

The V leaf symbol is always gold (PMS 873C).

The text “Vanderbilt University Medical Center” should always be black.
Option 2: Vanderbilt University Medical Center Logo and Clinic or Department Name

CLEAR SPACE

The area surrounding the Vanderbilt University Medical Center logo should always be free from other graphic entities, borders and type. When typesetting the clinic or department name and using the Vanderbilt University Medical Center logo, create a “clear space” around the logo. This minimum clear space approximate area is a set measurement in each signature, determined by the height of the Vanderbilt symbol, as demonstrated below.

![Sports Medicine](image)

FONTS

Two fonts (Whitney Semibold and Trebuchet Regular) are approved for typesetting the Clinic or Department name in upper and lower case with standard letterspacing.

![Sports Medicine](image)

Whitney Semibold is Vanderbilt University Medical Center’s brand font, available for purchase at typography.com. Trebuchet Regular is a system font that is freely available on most PCs.

The Clinic or Department name must be imprinted in one color: black, white or gold (PMS 873C). It is also recommended that the Department or Clinic name is larger than the logo. You can include the name above or below the logo. You can also include the logo in one location and the Department or Clinic name in a different location. For example, the Department name on the left chest of a shirt and the logo on the sleeve.
Option 3: Typeset “Vanderbilt” and Clinic or Department Name

Two fonts (Whitney Semibold and Trebuchet Regular) are approved for typesetting the Clinic or Department name in upper and lower case with standard letterspacing. You should always include “Vanderbilt” before your Department or Clinic name if no logo is present.

Vanderbilt Sports Medicine  |  Vanderbilt Sports Medicine

Font: Whitney SemiBold  |  Font: Trebuchet Regular

Logos on Apparel

All Vanderbilt-branded clothing must be ordered from licensed Vanderbilt vendors, with approval by the Vanderbilt Trademark Licensing office.

Any Vanderbilt logo placed on apparel must be an approved, official Medical Center logo. Alternatively, a department name may be typeset in an approved Medical Center font (Whitney SemiBold or Trebuchet Regular) without the official logo.

There must be a distinct and visual separation between the apparel design and any official Medical Center logo or wording that’s not part of a formally approved name, so as not to appear that a new composite logo has been created.

You must have express written permission from the copyright holder of any artwork used on apparel.

Shirt designs are not to be considered official graphic elements or logos, do not use them as such. Logo should have a ® registered trademark symbol. Use only approved vendors. All approved vendors have access to our official logos containing the ® registered trademark symbol in the appropriate location.
All apparel should be ordered through the Merchandise Ordering Process

Visit the Vanderbilt University Trademark Licensing Office website to begin a clothing order:
vanderbilt.edu/licensing

UNIFORMS/WORK APPAREL (OTHER THAN LABCOATS)

The clinic/department name with the appropriate logo should be placed on front left chest pocket area. No other marks or wording are permitted. Black clothing should not be used for clinical uniforms/work apparel, except for jackets or outerwear.
LABCOATS

Physician name, credentials and department should be placed on the left chest. The clinic name with the Vanderbilt logo should appear on the right chest (Example A below). Limit the amount of information on the left chest so it is readable and professional-looking. Name badges should limit the need for additional information on labcoats.

If physician name is not included, the clinic name with the Vanderbilt logo should be placed on front left chest, the same as the work apparel shown above (Example B below).

Logo should have a ® registered trademark symbol. Use only approved vendors. All approved vendors have access to our official logos containing the ® registered trademark symbol in the appropriate location.

Labcoats may be ordered through Phoenix Textile. For more information see approved vendor list at: vanderbilt.edu/licensing

SCRUBS

Scrubs should include Vanderbilt University Medical Center in an official font or a VUMC imprint/stamp. No logo is featured on scrubs.

Visit the Vanderbilt University Trademark Licensing Office website to begin a clothing order: vanderbilt.edu/licensing
OTHER CLOTHING NOT WORN AS WORK APPAREL (T-SHIRTS, FLEECE JACKETS, ETC)

Any apparel that carries the Vanderbilt name or logo reflects on Vanderbilt and therefore must align with institutional quality standards.

Visit the Vanderbilt University Trademark Licensing Office website to begin a clothing order: vanderbilt.edu/licensing

Any Vanderbilt logo placed on your apparel must be an approved, official logo set up per Vanderbilt’s identity standards. Alternatively, a department name may be typeset in an approved font (Whitney SemiBold or Trebuchet Regular) without the official logo.

There must be a distinct and visual separation between your apparel design and any official logo or wording that’s not part of a formally-approved name, so as not to appear that you’ve created a composite logo. The best scenario is to place the Vanderbilt logo on an opposite breast pocket, sleeve or side of the shirt from your design/additional wording.

You must have express written permission from the copyright holder of any artwork used on apparel.

Shirt designs are not to be considered official graphic elements or logos, do not use them on other materials.

Logo should have a ® registered trademark symbol. Use only approved vendors. All approved vendors have access to our official logos containing the ® registered trademark symbol in the appropriate location.
The Vanderbilt Trademark Licensing Office oversees the production of branded merchandise such as t-shirts and work apparel, as well as promotional items such as pens, mugs and lanyards. Vanderbilt trademarks, including the name and logo, may not be used for personal causes or fundraising efforts.

### Promotional Products

All products must be ordered through the Merchandising Program at Vanderbilt.edu/licensing. Vanderbilt has approved vendors for promotional products such as mugs, lanyards and pens. These vendors are members of the Fair Labor Association. All logos used on products should have a ® registered trademark symbol.

Wherever space allows, use the appropriate official logo. If the imprint area is too small to accommodate an official logo, the department/clinic name may be typeset in one of the approved fonts, Whitney SemiBold or Trebuchet Regular.

Alternatively, a clinic- or department-specific URL may be typeset.

Logos and typesets should have a ® registered trademark symbol, except on URLs.

Use only approved vendors.
**Clinic, Center and Department Naming Guidelines**

**Department, institute, program and center names, and external names for clinics**

**General Guidelines**

DO use words that best describe the entity (descriptive names help people quickly identify the service or department, and also helps search engines find official Vanderbilt web sites).

DO use the word Vanderbilt before the service description.

AVOID using VUMC shorthand when reference to the Medical Center (except where noted in this document).

AVOID starting with an acronym and working backwards to a name.

AVOID clever names that do not easily describe the service/program.

SEE *Signage Guidelines on Page 25* for using names on signs correctly.

Names MUST be approved by Vanderbilt University Medical Center Strategic Marketing.

**Clinical Department or Service**

**Vanderbilt + Description**

**Examples:**

Vanderbilt Nurse-Midwives

Vanderbilt HealthIT

**Non-Clinical Departments**

**Description + at + Vanderbilt University Medical Center**

**Examples:**

Human Resources at Vanderbilt University Medical Center

Finance at Vanderbilt University Medical Center
SERVICES THAT ARE OFF-SITE

Vanderbilt + Description + Location (for internal reference only)

**EXAMPLE:** Vanderbilt Heart Lebanon

Each service/location should have a unique name to distinguish it from the same service at other locations. This is important for internal reference and online search listings. If there is more than one service within the same city, use a location descriptor such as area of city (e.g. Cool Springs) or street name (Edward Curd Lane), whichever is more familiar to the audience.

**NOTE:** The location identifier is not used on any public-facing materials such as stationery, advertisements, websites or signage. The display of the address on those materials will distinguish the location.

SERVICES THAT ARE OFF-SITE AT A 3RD-PARTY LOCATION

Vanderbilt + Description + at + Location

**EXAMPLE:** Vanderbilt Center for Women’s Health at NorthCrest

SERVICES THAT ARE JOINT VENTURE OR OTHER SERVICES

Refer to the *Affiliates Style Guide* for all JV and affiliate naming conventions. Any business relationship where an entity other than Vanderbilt University Medical Center (such as a joint venture) will be using a Vanderbilt mark requires a written sublicense agreement.

Contact *Vanderbilt University Medical Center Strategic Marketing* when naming JV and affiliate services.
When to use words like Clinic, Center and Institute

These words should come at the end of the name when possible (e.g. Vanderbilt Eye Institute).

Clinic — All faculty is from the same department.

Center — Faculty is from more than one department.

Institute — Faculty is from more than one school and/or entity outside Vanderbilt.

Program — May be subset of above definitions.

Department — May be subset of above definitions.

EXAMPLES

A clinic involves faculty in a single department (e.g., the medical oncology/hematology clinic, with faculty all in the Department of Medicine).

A center involves faculty in multiple departments (e.g., the Lung Cancer Center including oncologists from Medicine, surgeons from the Department of Thoracic Surgery, and radiation oncologists from the Department of Radiation Oncology).

An institute involves faculty from multiple schools (e.g., the Institute for Global Health, which includes faculty from the School of Medicine and from one or more schools within the University).

IF THE ENTITY IS PATIENT-FACING

The name needs to be in plain language and not academic terms.

The communication of the entity on web, etc. often does not include the official academic name (e.g. Vanderbilt Heart and Vascular Institute is called Vanderbilt Heart and the Vanderbilt Eskind Diabetes Center is called Vanderbilt Diabetes).

There is an expectation that one entity implies one phone number, web site, coordination process for meeting patient expectations.

Market research is recommended for clarity of meaning.

NOTE: Vanderbilt University Medical Center Development has donor naming guidelines.

SOME CAVEATS THAT GO WITH THESE GUIDELINES

New value needs to be created by the joining of entities (e.g. New protocols, research, standards, techniques, better coordination, etc.).

It is important to understand who is the priority audience(s) for the name (e.g. Referring, prospective students/recruits, patients).
**Children’s Clinic Naming Guidelines**

**FOR OFFSITE LOCATIONS WITH ONE SERVICE**

Vanderbilt Children’s + Service Description + location *(for internal reference only)*

**EXAMPLES:**

Vanderbilt Children’s Urology Clinic
Vanderbilt Children’s After-Hours Clinic Mt. Juliet

**NOTE:** Use a location for internal reference and online search listings.

**FOR OFFSITE LOCATIONS WITH MORE THAN ONE SERVICE**

Vanderbilt Children’s Specialty Clinics + location *(for internal reference only)*

**NOTE:** Use a location for internal reference and online search listings.
SIGNAGE

All signage requests should begin with Vanderbilt Network Services. Use approved sign vendors and send designs to Vanderbilt University Medical Center Strategic Marketing for review before production. Names on signs should be set in Whitney SemiBold unless noted, upper and lower-case, normal letterspacing. Typically logos are not used on building signage for Vanderbilt clinics.

FOR ONE SERVICE LINE AT AN OFFSITE LOCATION

Vanderbilt + Service Description

EXAMPLES: Vanderbilt Heart, Vanderbilt Orthopaedics

NOTE: Do not include Location name on sign even if it is part of the official DBA name of the service.

FOR MORE THAN ONE SERVICE LINE AT AN OFFSITE LOCATION

Vanderbilt Health should be used as the external signage. If space allows, the individual services may be listed on a monument and/or door sign along with the official logo.

HOSPITAL-BASED CLINICS

For hospital-based clinics, this language must appear on the external, internal and door signage, whenever possible: A department of Vanderbilt University Medical Center.

Contact Vanderbilt University Medical Center Strategic Marketing for a typeset file to use.
SIGNAGE

FOR CORPORATE HEALTH LOCATIONS AND OTHER UNIQUE SITUATIONS

Square V logo + vertical line + Vanderbilt Health + at (optional) + corporate name

**NOTE:** The corporate name is set in Whitney Medium at a smaller size than Vanderbilt Health.

**EXAMPLES:**

Vanderbilt Health at Metro Nashville Public Schools Employee & Family Health Care Centers
Vanderbilt Health Gaylord Opryland Clinic

FOR JV WALK-IN CLINICS

No logo is used. Vanderbilt Health precedes the name of the other entity. Use the standard blue (PMS 7468) and grey (PMS Warm Grey 10) colors with white lettering as shown in the example.

**NOTE:** The Walk-In Clinic is set larger than corporate names; the ‘and’ is set in Whitney Book.

FOR NON-JV WALK-IN CLINICS

Use the Square V logo in a square grey box adjacent to a blue rectangle with the words Vanderbilt Health Walk-In Clinic. If set on one line all type should be the same size. If set on two lines, Walk-In Clinic should be larger than Vanderbilt Health.
SIGNAGE

Children’s Signage

FOR OFFSITE LOCATIONS WITH ONE SERVICE

Use the name with the offsite logo that does not contain the word “at.”

Vanderbilt Children’s After-Hours Clinic

FOR OFFSITE LOCATIONS WITH MORE THAN ONE SERVICE

Use the name with the offsite logo that does not contain the word “at.”

Vanderbilt Children’s Specialty Clinics
**DOMAIN NAMES/URLs**

**URLs**

All Medical Center websites should be hosted on official domains.

The standard domain convention is to add the service line or department name after the main URL.

**EXAMPLES:**

VanderbiltHealth.com/diabetes

ChildrensHospitalVanderbilt.org/urology

A vanity domain name is a purchased name that is helpful when a simpler or more descriptive URL is required.

**EXAMPLE:** VanderbiltHeart.com

Vanity names should be consistent with clinic, center, and program names, or to the task.

**EXAMPLE:** VanderbiltEventRegistration.com

The name chosen for your site should not infringe on commercial interests of other organizations or exploit the success of others.

The word Vanderbilt already holds authority with search engines and using it as part of a domain name will help get better search results. Domain names also play a very important role in search engine traffic. It is important that the domain name be as specific as possible to the service or department; this is not a place for acronyms.

**NOTE:** Vanity domain names must be purchased and approved through the MCIT Software Store. Domain should be obtained prior to printing materials with the URL.

**USING THE URL IN PRINT**

Do not include the “www.” The resulting URL is cleaner and easier to understand. Browsers can find the site without “www.” and it reduces clutter on the page.

Each word before the slash ("/") should be capitalized.

Each word after the slash ("/") should be lower-case.

**EXAMPLES:**

VanderbiltHealth.com/diabetes

ChildrensHospitalVanderbilt.org/urology
ADDITIONAL CHILDREN’S GUIDELINES

REFERRING TO THE CHILDREN’S HOSPITAL

The hospital name should always be referred to as Monroe Carell Jr. Children’s Hospital at Vanderbilt. A second reference made within the same article or on the same page should be Vanderbilt Children’s or Children’s Hospital. The name should never be referenced as an acronym (e.g. VCH, MCJCHAV).

CHILDREN’S WEB USAGE

The approved logo for Web use is the full-color logo signature. The words ‘Children’s Hospital’ should be no less than one hundred pixels wide (at a screen resolution of 1024x768).

CHILDREN’S STATIONERY PRODUCTS

All stationery products including letterhead, business cards, envelopes and notecards must be ordered through Vanderbilt Printing. The custom-watermarked paper is only available through Vanderbilt Printing. Because of the addition of metallic gold ink and the use of custom paper, stationery may not be printed off desktop printers. If a second sheet is needed, use a plain sheet of the custom-watermarked paper.

This letterhead may not be customized, but name, title and department should be listed under the signature as part of the letter.

Letterhead to be used by all Children’s employees excluding faculty who should use School of Medicine letterhead.

Business cards are double-sided in order to fit both logos.
**LifeFlight Logo**

This logo is the official mark for Vanderbilt LifeFlight. It should be used on all materials where the Vanderbilt University Medical Center logo is currently used except on stationery and Powerpoint.

![Vanderbilt LifeFlight Logo](image)

**LifeFlight Graphic**

The Vanderbilt LifeFlight wings graphic has been created as an auxiliary element to complement certain collateral branded as Vanderbilt LifeFlight.

The main usages for the graphic are for **vehicles** and **uniforms** where it may appear above or below the Vanderbilt LifeFlight logo.

*When used in other collateral besides the vehicles and uniforms, certain rules must be followed:*

**PLACEMENT**

The graphic cannot be combined with the Vanderbilt LifeFlight logo or the Medical Center logo (except on vehicles and uniforms) as to imply a new logo. However, the Vanderbilt LifeFlight logo must appear somewhere on the same page/side where the graphic is being used.

**WEBSITE**

It is allowable to use the website, VULifeFlight.com in tandem with the graphic, underneath the graphic.

**STATIONERY AND PRINT**

The graphic may not be used on stationery but may be used on other print collateral, where appropriate. Contact Vanderbilt University Medical Center Strategic Marketing for any exceptions.
ADD I T I O N A L W A L K - I N C L I N I C G U I D E L I N E S

WALK-IN CLINICS LOGO AND IDENTITY GUIDELINES

Walk-In Clinics are part of the Vanderbilt University Medical Center family, and are not their own standalone brand. Walk-In Clinics materials should use the standard wordmark format, set in Whitney SemiBold, in addition to the Vanderbilt Health name (in the case of JV Walk-In Clinics) or the Vanderbilt Health logo (in the case of Non-JV Walk-In Clinics).

Walk-In Clinics print and web materials must follow proper Vanderbilt University Medical Center standards and practices as outlined in this document.

Walk-In Clinics signage (See Page 25) may not be used as a logo or in place of a Vanderbilt Health logo on other materials.

WALK-IN CLINIC SUPPORTING COLOR PALETTE

In addition to the primary color palette for Vanderbilt University Medical Center (see Color Palette, Page 32), Walk-In Clinics may use the following supplementary colors.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hexadecimal</th>
<th>Browser-Safe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 7468</td>
<td>007298</td>
<td>NONE</td>
</tr>
<tr>
<td>Pantone Warm Gray 10</td>
<td>7B6D65</td>
<td>NONE</td>
</tr>
</tbody>
</table>

**NOTE:** Other than in cases of signage, the Blue should not be used in large swaths. Use as background color sparingly (For example: a callout). Best when used as accent color, on heading text or as button color (on the web).
Below are approved color palettes. Properly maintained and upheld, the consistent use of these specified colors reinforces the visual recognition of all forms of the brand.

**PRIMARY PALETTE FOR VANDERBILT UNIVERSITY MEDICAL CENTER**

*to be used as accent colors*

1C Grey

4C Grey

Black 80%

CMYK C35 M28 Y30 K65

**NOTE:** Black is not used as a primary color for Vanderbilt University Medical Center other than in the logo itself.

Pantone Metallic 873

Pantone (Non-Metallic) 7502

C 0 M 17 Y 47 K 19

R 153 G 119 B 61

Hexadecimal: 99773D

Browser-Safe: NONE

**NOTE:** Other than the icon V in the logo, use Gold only as a subtle accent color in small amounts on materials that go to patients or public to avoid the perception that the materials are costly to produce.

Pantone 372

Pantone 372 U

C 19 M 0 Y 56 K 0

R 212 G 228 B 143

Hexadecimal: D4E48F

Browser-Safe: CCFF66

**SECONDARY PALETTE FOR VANDERBILT UNIVERSITY MEDICAL CENTER**

Most colors are acceptable, however avoid using black, large areas of gold, pink and orange. Red should be used thoughtfully as it often means Emergency in health care.

**SECONDARY PALETTE FOR CHILDREN’S**

Pastel shades like the above examples work well with the Primary Palette. Do not use colors from the logo (see Page 6) as background color, even in shades or tints.
TYPOGRAPHIC STANDARDS

THE FOLLOWING TYPEFACES ARE USED FOR THE VANDERBILT UNIVERSITY MEDICAL CENTER BRAND

Whitney (shown in Book)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Whitney Family includes the following font weights:
Light, Book, Medium, SemiBold, Bold, Black
Light Italic, Book Italic, Medium Italic, SemiBold Italic, Bold Italic, Black Italic

Chronicle Text G2 (shown in Roman) — Used in print material only
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Minion (shown in Roman) — Used as a text font in print material only
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Chronicle and Minion Families include the following font weights:
Roman, SemiBold, Bold
Italic, SemiBold Italic, Bold Italic

THE FOLLOWING TYPEFACE IS USED EXCLUSIVELY FOR CHILDREN’S

Archer:
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Archer Family includes the following font weights:
Light, Book, Medium, SemiBold, Bold
Light Italic, Book Italic, Medium Italic, SemiBold Italic, Bold Italic

Email Font: The substituting of Arial or Helvetica may be used in emails.
Condensed versions of fonts are discouraged by accessibility organizations and should not be used.
Use images that conjure positive emotions. Things that are familiar and happy will be well-received and help people feel comfortable about Vanderbilt University Medical Center. Reserve scientific imagery for materials going to scientific and academic audiences.

PHOTOGRAPHY
Choice of photography is critical in presenting a consistent brand image. With the use of stock photography it becomes even more important to choose images with great care. Before any photograph is used, it should be approved by Vanderbilt University Medical Center Strategic Marketing.

There are several things to be considered before settling on an image for a project. Look for these key attributes:

- Appropriate subject matter
- Sophistication
- Intelligence
- Positive
- Typical demographics (keep in mind research shows most people will not recognize themselves in photos of people over 45, even if they are seniors)
- Nice composition
- Believable (not overtly posed)
- Subdued palette
- Clean backgrounds and solid color clothing
- Scale

The use of images including children is strongly discouraged. Any use of children in photos requires additional, special approvals.

ABSTRACT IMAGERY
Using abstract or conceptual imagery is permissible using the attributes listed above. The image must be relevant to the subject of the brochure. For example, using a beautiful veined leaf may be an effective way to represent the vascular system. Using lightning to represent Neurology is not appropriate because lightning typically does not conjure positive feelings.
IMAGERY

PLEASE DO

Backgrounds should be clean and clothing should not be distracting.

Palette should be subdued. Images should be positive and convey authenticity.

Abstract or conceptual imagery should be relevant to the subject and be peaceful and uplifting.

PLEASE DON’T

Do not use busy images with cluttered backgrounds.

Do not use bright, saturated palettes. Avoid poor framing and compositions.

Do not use imagery that invokes shock, trauma, or anxiety. Avoid dark imagery.
Guidelines

Do not include logos in email signatures (Vanderbilt logos or otherwise).
Do not include additional graphics or backgrounds in email signatures.
Do not include sayings or quotations in email signatures.
Do not exceed 14pt font size.
Approved fonts are Calibri, Arial, Helvetica or Trebuchet.

Proper Email Signature Construction

The template below shows possible fields to include in an email signature. None of these fields are required.

We recommend keeping signatures straightforward.

TEMPLATE

Name
Title
Vanderbilt University Medical Center
Department
Address
Email
Phone
Personal LinkedIn and/ or Twitter accounts (if used professionally)
Official Vanderbilt University Medical Center social accounts
Vanderbilt University Medical Center website

EXAMPLES

Nancy Graves
Director of Community Engagement
Vanderbilt University Medical Center

Jonathan Z. Roberts
Human Resources Consultant
j.z.roberts@vumc.org
(615) 936-5555
VanderbiltHealth.com
SOCIAL MEDIA

Naming Convention for Official Medical Center Social Accounts

STANDARD CONSTRUCTION FOR OFFICIAL TWITTER ACCOUNTS

VUMC + department name

EXAMPLE: @VUMCvaccines

Due to character limits for social handles, shortened program names are also permissible.

EXAMPLES:

Vanderbilt Kennedy Center’s Treatment and Research Institute for Autism Spectrum Disorders: @VKCTriad

Vanderbilt Hematology/ Oncology: @VUMCHemOnc

Do not use Vanderbilt, Vandy or VU in the social handle.

All social handles that include a Vanderbilt trademark must be approved by the VU Trademark Licensing Office and Vanderbilt University Medical Center Strategic Marketing. Pages on social platforms that correspond to an approved social handle must be claimed on behalf of VU.

How to Request an Official Medical Center Social Account

Begin by reading the Social Media Policy and Toolkit:

mc.vanderbilt.edu/socialmediatools

After reading through the Social Media Policy and Toolkit, request a consultation on the site.

The Social Media team will respond to completed forms with a scheduled phone consultation to review goals, objectives and strategy. The Social Media Committee will then review and approve or decline the account.

Personal Social Accounts

If you are an employee of Vanderbilt University Medical Center and make reference to it on your personal social network accounts—in the bio for example—be sure to read the Social Media Policy. You may need to include a disclaimer that you are not speaking on behalf of Vanderbilt University Medical Center.
Graphic Elements for Official Medical Center Social Accounts

COVER IMAGES

Each department’s cover images and header images should be consistent across all social platforms to promote a unified brand and voice.

Use a single photograph that fills the frame. Original photography featuring appropriately consented staff or patients may be used. Relevant stock imagery may also be used. The social media team can supply the cover and header images if needed.

Avoid collages of photographs or text in your cover and header images.

Do not use any logos (Vanderbilt or third-party) in cover and header images. The Vanderbilt name and branding will be highly visible on each platform.

For special cases, contact Vanderbilt University Medical Center Strategic Marketing for assistance with imagery and design.

AVATARS

Each department’s avatar should be consistent across all social platforms.

Contact Vanderbilt University Medical Center Strategic Marketing for avatar guidelines and samples.
**Logo and Sound Signature**

Any video produced for Vanderbilt University Medical Center or Vanderbilt Health should display the appropriate logo in the opening title card, along with the official audio signature.

The opening title card should hold for four seconds before sequeing into video content. This gives the audio signature breathing room and time to set the tone of the content.

The logo should be repeated as an end card to bookend the video content, without the accompanying audio signature. A Vanderbilt URL should be displayed on the lower third of the screen.

**Distribution**

Once your video is completed, please contact Vanderbilt University Medical Center Strategic Marketing if you would like your project to be considered for sharing on YouTube or other official social media channels. If approved—see Video Production Guidelines below—the opening title card and end card, including logo layer and sound signature layer will be provided.

**Video Production Guidelines**

**ID BADGES**

ID badges are optional and generally discouraged. When necessary, only ID badges with an official logo (Vanderbilt University Medical Center, Children’s, Heart, etc.) should be worn by faculty-staff in your video.

**DRESS CODE**

With some exceptions, business attire is required by participants in your video. Let your talent know to avoid busy clothing patterns and clothing items with logos (other than an official Vanderbilt logo).

If your participant normally wears a lab coat, make sure the coat is clean and in good repair with the correct logo, department and name.

**SUPERS, CHYRONS AND CAPTIONS**

Do not use any logos (Vanderbilt or third-party) on supers, chyrons and captions.

Consistent with the Logo Usage Guidelines (Page 4), do not use the Vanderbilt oakleaf V symbol as an icon on supers, chyrons and captions.

For consistency please use Trebuchet font for supering names and titles of participants on-screen.
Logo Usage on the Web

Official templates are branded with the appropriate official logo. Do not add additional Vanderbilt logos or third-party logos to Vanderbilt-branded web pages.

For complete web style guidelines, visit: mc.vanderbilt.edu/logo

App Launcher Icons

App Launcher Icons follow a uniform standard meant to give the appearance of a family of apps. Consistent with logo usage guidelines (Page 4), do not use the Vanderbilt University Medical Center logo in the app launcher icon. Do not use the Vanderbilt oakleaf V symbol as part of the app icon.

**BACKGROUND COLOR:** R 153 G 119 B 61, Hexadecimal #99773D, no gradients

**SUBJECT COLOR:** White R 255 G 255 B 255, Hexadecimal #FFFFFF, no gradients

Subject should be double-stroked black (#000000) and white (#FFFFFF) to achieve separation from the background.

Logo Placement

In mobile apps space is typically at a premium, though pixel depth and resolution are high. The logo should not appear on each screen. The official logo is included as part of a standard splash screen on launching the app. The splash screen is consistent across our family of apps.

Contact Vanderbilt University Medical Center Strategic Marketing for the splash screen.

Typography and Color Palette

Typography and color palette for mobile apps should respect Vanderbilt University Medical Center web design standards.

For complete web style guidelines, visit: mc.vanderbilt.edu/logo
To promote brand consistency and to ease the process of design review and approval, Vanderbilt University Medical Center Strategic Marketing offers a variety of pre-approved branded templates for the following applications.

**PowerPoint Presentations**

There is a standard 4:3 PowerPoint template for traditional screens and projectors available, along with a 16:9 PowerPoint template for widescreen monitors and displays. Each template includes the official logo. Do not modify the logo or add additional Vanderbilt logos or third-party logos to the PowerPoint slides.

More PowerPoint template designs are available at: mc.vanderbilt.edu/logo
Presentation Posters

There are two presentation poster templates to choose from with the official logo placed on either a gold accent color or a grey accent color background. Do not cover or modify the logo or add additional Vanderbilt logos or third-party logos to the presentation poster.

Download Presentation Poster templates from: mc.vanderbilt.edu/logo

Flyers and Agendas

There are two Word templates to choose from with the official logo placed on either top or bottom—on a white or tan accent color background, respectively. Word document templates may not be used in place of official letterhead. For official letterhead, Vanderbilt uses a custom-watermarked paper that is only available through Vanderbilt Printing.

Download Word templates from: mc.vanderbilt.edu/logo
Print Design Resources

To promote brand consistency and to save time in design, Vanderbilt University Medical Center Strategic Marketing offers a set of official print design templates for use by professional designers. Each template includes a corresponding template guidelines document, outlining proper usage guidelines.

The following templates are available:

- Brochures
- Direct Mail
- Flyers
- Pull-up Shades
- Pocket Folders

Vanderbilt University Medical Center Strategic Marketing has an approved roster of freelance designers, writers and content creators who have access to our official templates and guidelines.

Contact Vanderbilt University Medical Center Strategic Marketing at design@vanderbilt.edu for print design inquiries.