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.

VANDERBILT UNIVERSITY MEDICAL CENTER®

VANDERBILT HEALTH

VANDERBILT HEART

VANDERBILT LIFELIGHT

VANDERBILT - INGRAM CANCER CENTER

VANDERBILT KENNEDY CENTER

Monroe Carell Jr.
Children’s Hospital
at Vanderbilt
Apparel and Promotional Products

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

1. Vanderbilt University Medical Center Logo
2. Vanderbilt University Medical Center Logo AND Clinic or Department Name
3. Typeset “Vanderbilt” AND Clinic or Department Name

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.
APPAREL AND PROMOTIONAL PRODUCTS

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.
APPAREL AND PROMOTIONAL PRODUCTS

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.