COLOR PALETTE

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.

**PRIMARY PALETTE FOR CHILDREN’S**

PMS 3115

OR

c 63 m 0 y 18 k 0

PMS 389

OR

c 20 m 0 y 85 k 0

PMS 205

OR

c 0 m 84 y 9 k 0

PMS 123

OR

c 0 m 24 y 94 k 0

These lighter colors are acceptable background colors for use with the logo.

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 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.
IMAGERY

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.