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 lowercase, 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.
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.
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