**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.

STATIONERY EXAMPLES
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.

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

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 | Vaccine Research Program

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.

![Powered by Vanderbilt](image)

**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.

![Vanderbilt Square V](image)
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.