WEB PAGES, APPS and MOBILE DEVELOPMENT

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