

Who we are

Our Vision

The world leader in advancing personalized health.

Our Mission

Personalizing the patient experience through our caring spirit and distinctive capabilities.

Our Brand Position

Making health care personal.

Brand Voice

We make health care personal by ensuring that we're accessible in every sense of the word. Although our subject matter may sometimes be complex, our language never is. The words we use are clear, relatable and easily understood. Our patients' lives and stories are important to us, so we make health care personal by speaking to our patients and their families in a way that makes them feel valued, understood, empowered and well-cared for.

Who We Are: Hopeful | Confident | Poignant | Informed | Aspirational | Caring | Warm | Empathetic

Typography

Whitney

Suggested weight use:

Whitney Semibold | Headers, Subheads

Whitney Book | Body Copy

Primary Typeface (Requires paid license)

Headers | Large Print | Display | Body

Open Sans

Alternate Typeface (Open Source, Web Safe)

Headers | Body

Helvetica or Arial may be used as substitute typeface in emails.

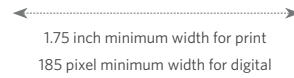
Condensed typefaces should not be used.

Photography Guidance

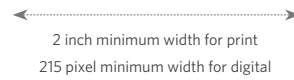
- **Positive, aspirational imagery:** Avoid imagery that invokes shock, trauma or anxiety.
- **Lifestyle:** Authentic moments, subjects not posed. Simple, easy to recognize. Avoid cluttered images and distracting backgrounds.
- **Appropriate subject matter for audience:**
- **Diversity and inclusivity** are core values of Vanderbilt Health and should be reflected across the totality of our communications to all audiences, internal and external.

Logo Usage

VANDERBILT HEALTH



VANDERBILT UNIVERSITY
MEDICAL CENTER



Vanderbilt Health logo

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.

Vanderbilt University Medical Center logo

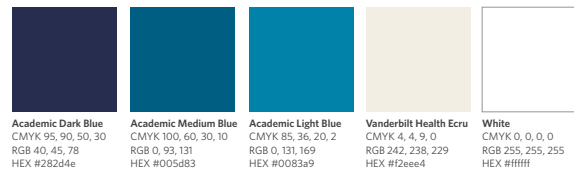
The Vanderbilt University Medical Center logo is used to represent the research mission and physical location of the Medical Center only. It is typically not used in materials directed at general consumers and patients.



The minimum space is a set measurement determined in each logo and is equal to the height of the V symbol.

Color Palette

Vanderbilt Health



Academic Dark Blue
CMYK 95, 90, 50, 30
RGB 40, 45, 78
HEX #282d4e

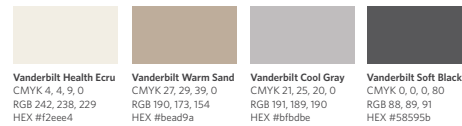
Academic Medium Blue
CMYK 100, 60, 30, 10
RGB 0, 93, 131
HEX #005d83

Academic Light Blue
CMYK 85, 36, 20, 2
RGB 0, 131, 169
HEX #0083a9

Vanderbilt Health Ecru
CMYK 4, 4, 9, 0
RGB 242, 238, 229
HEX #f2eee4

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #ffffff

Vanderbilt University Medical Center



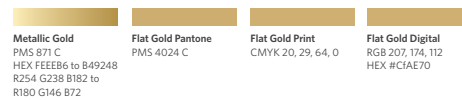
Vanderbilt Health Ecru
CMYK 4, 4, 9, 0
RGB 242, 238, 229
HEX #f2eee4

Vanderbilt Warm Sand
CMYK 27, 29, 39, 0
RGB 190, 173, 154
HEX #bead9a

Vanderbilt Cool Gray
CMYK 21, 25, 20, 0
RGB 191, 189, 190
HEX #bfbdbe

Vanderbilt Soft Black
CMYK 0, 0, 0, 80
RGB 88, 89, 91
HEX #58595b

Vanderbilt Gold



Metallic Gold
PMS 871 C
HEX FEEEB6 to B49248
R254 G238 B182 to
R180 G146 B72

Flat Gold Pantone
PMS 4024 C

Flat Gold Print
CMYK 20, 29, 64, 0

Flat Gold Digital
RGB 207, 174, 112
HEX #C1AE70

