# Brand Guidelines

VANDERBILT HEALTH

# Introduction

Purpose of the document	3
Value of brand standards	4
Who we are	
Our voice	6
Our writing	7
Logos	
Vanderbilt Health Logos	
The family of logos	
Vanderbilt Health logo	9
Vanderbilt University Medical Center logo	9
Vanderbilt-Ingram Cancer Center logo	
Vanderbilt LifeFlight logo	9
Vanderbilt Kennedy Center logo	9
Monroe Carell Jr. Children's Hospital at Vanderbilt logo	9
Logo guidelines	10
Incorrect use of the logo	
Minimum clear space	12
Minimum size	12
Logo color	13
Double branding	14
Trademark notice for use in publications	14
Clinics, centers, institutes, programs and departments	
Logos on stationery	16
Other logos	16

# Visual Elements

Introduction	
Color meaning	18
Brand colors	19
Color restrictions	20
Black and gold	20
Gold	
Red and black	
Restricted colors	20
Typography	21
Typeface options	21
Use cases	21
Font camparison	21
Font formattting	22
Heirarchy	
Photography guidance	23
Additional guidance	24
Abstract imagery	24
Photography of children	24
Illustration	24
Black-and-white photography	24
Resources	
Design templates	25
Useful websites	25
Contacts	

# Introduction

# Purpose of the Document

The purpose of the brand guidelines is to create consistency across all channels of communication and to reflect our strategic directions of "design for patients and families" and "making diversity and inclusion intentional." Any communications bearing a Vanderbilt University Medical Center trademark or licensed mark must adhere to these standards.

The Vanderbilt Health Brand Guidelines contain graphic standards and brand voice, the combination of which establishes how we publicly express the Vanderbilt Health brand.

#### Disclaimer

Vanderbilt University Medical Center licenses marks that contain the word Vanderbilt and certain other marks from Vanderbilt University. As part of the Trademark License Agreement between Vanderbilt University and Vanderbilt University Medical Center, the following guidelines must be followed whenever using Vanderbilt University-owned marks. These may not be changed or modified without Vanderbilt University's approval as set forth in the Trademark License Agreement.

# The Value of

# Brand Standards

Clarity, consistency, and coherency are the hallmarks of all successful brand communications.

#### Reminder

We are all responsible for creating and protecting the Vanderbilt Health brand experience.

# **A Cohesive Brand Experience**

To ensure that all of our communications project a consistent visual and verbal impression and maintain superior design quality, the standards in this manual should be followed closely.

Our goal is to deliver a consistent brand experience every day—across every touch point, with every audience member. This document is designed to accommodate all our materials and audiences, meeting our needs for creativity and flexibility, while providing the structure and direction necessary to be recognized as a single, cohesive organization.

Everything produced as a communications tool — whether internal or external — is subject to Vanderbilt University's logo guidelines for Vanderbilt Health. Any printed or digital item that uses a logo (tickets, badges, shuttle buses, etc.) must conform to the established guidelines.

#### **Reminder: Review Process**

All materials using any Vanderbilt mark must be approved by Marketing and Engagement prior to production.

This team is available to review materials prior to production in a timely fashion to ensure they reflect the attributes of the Vanderbilt Health brand. If you have questions or doubts about the acceptability of any materials you are producing, Vanderbilt Health Marketing and Engagement will provide guidance on graphic standards policies.

Send materials to design@vumc.org for review.

#### Send materials to design@vumc.org for review.

For information on ordering uniforms, awards and other branded merchandise, see the Apparel and Promotional Products Guidelines.

Additional information and guidelines can be found on:

vumc.org/marketing-engagement

# 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.

# Our Voice

# Defines Our Values

Vanderbilt Health is the world leader in making health care personal. We do that in many ways. Our advanced research programs and second-to-none clinical capabilities make us the trusted source of the best care, and our communications make it clear that we're honored to provide that care to the people and communities we serve.

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

Aspirational Hopeful

Caring Confident

Poignant Warm

Empathetic Informed

#### Avoid overtly technical lanuage

For all materials targeted at consumer audiences, avoid all medical jargon and terms that are meant for more medically savvy audiences like physicians.

#### **Avoid Humor**

The Vanderbilt Health voice should reflect humanity and quality. Tone should never aspire to be funny. That is not to say that, at times, it can't be light or conversational.

# Our Writing Clear and Accessible

Making health care personal includes being intentional about making our content and messaging accessible to as many as possible, including literacy levels and accessibility tools such as screen readers.

Use appropriate language, style and tone for your reader and purpose, always keeping in mind that simplicity and clarity are key to effectively communicating with large, diverse audiences. We also follow the AP stylebook for editorial copy.

Considerations		X
Explain all terms that might be beyond a reader's understanding.	Radiation Cancer Doctor, also known as a Radiation Oncologist	Radiation Oncologist
Make clear what actions you want the reader to take.	Please call 555-555-555 to set your next appointment for 14 days from now.	Come back for a followup appointment in 2 weeks.
Avoid acronyms.	Accountable Care Organization by the end of the day	ACO EOD
Clearly state the purpose of the content.	Our goal is to make it easier for you to stay healthy while working from home.	Walking and standing tips for you.
Always include phone numbers, web links and other resources to which the reader can turn for more information or help with problems.	For questions or more information, contact us at 555-555-5555 or info@5555.com	Sign up today! [Click Here]
Use illustrations as necessary for clarity and appeal.	Add visuals to complex explanations, long lists and pages of information to attract interest and aid in information fatigue, ESL and literacy concerns.	Extensive bulleted lists; pages of paragraphs without titles or callouts.

#### **Literacy and Accessibility**

All patient-facing materials should be written on a fifth- to eighth-grade level and comply with national health literacy standards.

The goal is to provide effective, equitable, understandable and respectful quality care and services that are responsive to diverse cultural beliefs and practices, preferred languages, health literacy and other communication needs.

cdc.gov/healthliteracy

#### **Accesibility**

All patient-facing materials should be written with all levels of ability in mind.

- Messaging Heirarchy and Structure for clarity
- Alternative text for pages, media and imagery
- Writing simply and concisely
- URLs in "Camel Case" (Camel Case is a way to separate the words in a phrase by making the first letter of each word capitalized and not using spaces, ie: VanderbiltHealth vs vanderbilthealth)
- Contrast and font size

# Logo Usage

These are the go-to logos for all brand communications and a guide to help viewers easily identify the Vanderbilt Brand. It is essential that the logo is always applied with care and respect.

#### Sections

- Usage guidelines
- Color
- Double branding
- Trademark notice for use in publications
- Clinics, centers, institutes, programs and departments
- Logos on stationery
- Other logos

# Logo Guidelines

# The family of logos

A logo is a single unit of identification, composed of a symbol and a wordmark. To the right is the complete family of official logos.

The graphic elements of Vanderbilt logos are trademarks. The construction of the wordmark and its relationship to the symbol have been carefully considered and should not be altered or rearranged in any manner.













# Logo Guidelines

## **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. In general it is not used in materials directed at general consumers and patients.

## **Vanderbilt-Ingram Cancer Center logo**

The Vanderbilt-Ingram Cancer Center logo may be used on all materials related to its respective services, except on public websites. When this logo is used, no other Vanderbilt logo should appear.

## Vanderbilt LifeFlight logo

The Vanderbilt LifeFlight logo may be used on all materials related to its respective services, except on public websites. When this logo is used, no other Vanderbilt logo should appear. For additional LifeFlight guidelines, see the Vanderbilt LifeFlight Guidelines.

## **Vanderbilt Kennedy Center logo**

The Vanderbilt Kennedy Center logo may be used on all materials related to its respective services, except on public websites. When this logo is used, no other Vanderbilt logo should appear.

## Monroe Carell Jr. Children's Hospital at Vanderbilt logo

The Children's Hospital logo may be used on all materials related to their respective services, except on public websites. When this logo is used, no other Vanderbilt logo should appear. For additional Children's hospital guidelines, see the Monroe Carell Jr. Children's Hospital at Vanderbilt Guidelines.

Additional information and guidelines can be found at vumc.org/marketing-engagement

# Logo Guidelines

# Incorrect use of the logo

- Modify the proportional relationship between elements within the logos.<sup>1</sup>
- Use the logos on any materials promoting alcohol, firearms or tobacco; endorsing political candidates or unlawful activities; or on any religious products, bathroom articles, consumables, napkins or games of chance.
- Modify the spacing between elements within the logos.<sup>1</sup>
- Place logo on vivid color, patterned or any other busy or low-contrast background.<sup>2</sup>
- Reshape the logos.<sup>3</sup>
- Rearrange the elements within the logos.<sup>3</sup>
- Combine any additional words, images or other logos as to create new composite logos.<sup>4</sup>
- Cut and paste logos from a website.
- Use the Oak Leaf V on its own









# Minimum clear space

In order for a logo to have its desired impact it must be surrounded by a minimum amount of blank space (clear space). Text and other graphic elements should not crowd a logo by entering within the required clear space area. Placing a logo on a colored background or on a photo or illustration is not an intrusion of the minimum clear space, providing legibility is maintained.



The minimum space is a set measurement determined in each logo and is equal to the height of the V symbol. The V symbol and the minimum clear space will change proportionally as a logo increases and decreases in size.

## Minimum size

#### **Print**

To ensure legibility, the V symbol should never be reproduced in print smaller than 3/16 inch symbol height.

#### **Digital**

To ensure legibility, the Vanderbilt Health logo should never be reproduced smaller than 185 px total width. It is recommended to use the Vanderbilt Health logo between 215 px and 250 px total width in normal circumstances.

To ensure legibility, the Vanderbilt University Medical Center logo should never be reproduced smaller than 215 px width. It is recommended to use the Vanderbilt University Medical Center logo between 260px and 300px width in normal circumstances.



1.75 inch minimum width for print 185 pixel minimum width for digital



2 inch minimum width for print 215 pixel minimum width for digital

# Logo color

## **Print design**

The primary identification colors of Vanderbilt logos that contain the V symbol are black for the wordmark and Pantone 871 C for the metallic gold symbol. The logo may also appear entirely in black or white. If metallic ink cannot be used in print, use Pantone 4024 C or CMYK 20, 29, 64, 0 for the gold V symbol.



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



**Flat Gold Print** PMS 4024 C CMYK 20, 29, 64, 0

## Digital design

In digital the primary identification colors of Vanderbilt logos that contain the V symbol are black for the wordmark and RGB 207, 174, 112 for the gold symbol. The logo may also appear entirely in black or white. If a HEX color is required for a digital design, the value is #CFae70.



Flat Gold Digital RGB 207, 174, 112 HEX #CfAE70

## Do not

Reproduce the logo entirely in gold.



# 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 Health and Vanderbilt University. Contact Marketing and **Engagement for any exceptions.** 

If more than one Vanderbilt Health family logo is involved (e.g., Vanderbilt University Medical Center and Vanderbilt-Ingram Cancer Center) the broadest logo is used (Vanderbilt Health) and the other entity or entities are simply typeset as a list.

This symposium brought to you by:



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

Clinics, centers, institutes, programs and departments do not have their own logos. They will be provided with a branded logo lockup that consists of their name together with the Vanderbilt Health logo in both horizontal and vertical orientations to use wherever space permits.

Clear space guidelines should be followed when using the logo lockup (See Minimum clear space, page 12).

The logo lockups may be used on all materials related to their respective services, except on public websites. When these logo lockups are used, no other Vanderbilt logo should appear.



Heart and Vascular Institute



Heart and Vascular Institute





Sports Medicine



# Logos on stationery and other logos

## **Logos on stationery**

All stationery products including letterhead, business cards, envelopes and notecards must be ordered through our Vanderbilt-approved print services supplier. The custom-watermarked paper is only available through this supplier. Because of the addition of metallic gold ink and the use of custom paper, stationery may not be printed from desktop printers. If a second sheet is needed, use a plain sheet of the custom-watermarked paper. Adding additional elements to stationery and business cards or creating custom stationery or business cards is not allowed.

## Other logos

#### Vanderbilt logo stacked

This logo is acceptable for signage, billboards and other materials that allow only for a square shape, and where using the Vanderbilt Health logo would render it too small to be legible.



#### **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.



# Visual Elements

# More than Looks

The visual elements that compose the Vanderbilt Health brand may be visually appealing, but their purpose is to create a consistent, subconcious message that reflects the values we pursue through actions we take as a health care institution.

The visual elements are composed of a system of colors, imagery, design elements, and typefaces that together reflect our brand voice. Each decision has been made with intention to push our messaging forward as both empathetic and trustworthy.

#### **Sections**

- Color
- Typography
- Imagery
- Graphics

# Color

# Color Meaning

The Vanderbilt Health color palette reflects our goals as an institution.

Vanderbilt Health should convey positive emotions, reinforcing qualities of our brand voice, such as compassion, authenticity, confidence and empathy.

Properly maintained and upheld, the consistent use of the brand color palette reinforces the visual recognition of the brand across all channels and communications.

See Our Writing for more information.



#### Blues

We are here for you, personally.

A combination of empathy and stability. A reliable and comforting source. Think sky and water.

- Calm
- Strong
- Academic
- Sincere
- Stable



We want to be open and clear, creating a welcoming experience.

Clarity, openness and sincerity. Trust and purity. Think clouds and air.

- White coats
- Parchment
- Clean linen
- Open spaces
- Promotes quietness and concentration



#### Gold

We have a proven record of quality and success.

Achievement, preparedness and quality. Think champions, quality and longevity.

- First place, medal, success
- Ties to academic success, Vanderbilt University
- Years of proven quality and dedication
- Primarily expressed through use of logo and calls to action and accents

# Color

# Brand Colors

Color is an instantaneous mode of brand expression that creates mental associations to the meaning and intention within the context of the world it lives in.

# Color supports the Vanderbilt Health brand by ...

- Communicating consistency in our marketing materials
- Creating a brand promise
- Molding consumer perception
- Influencing decision making
- Directing attention
- Building brand recognition
- Establishing mood and tone

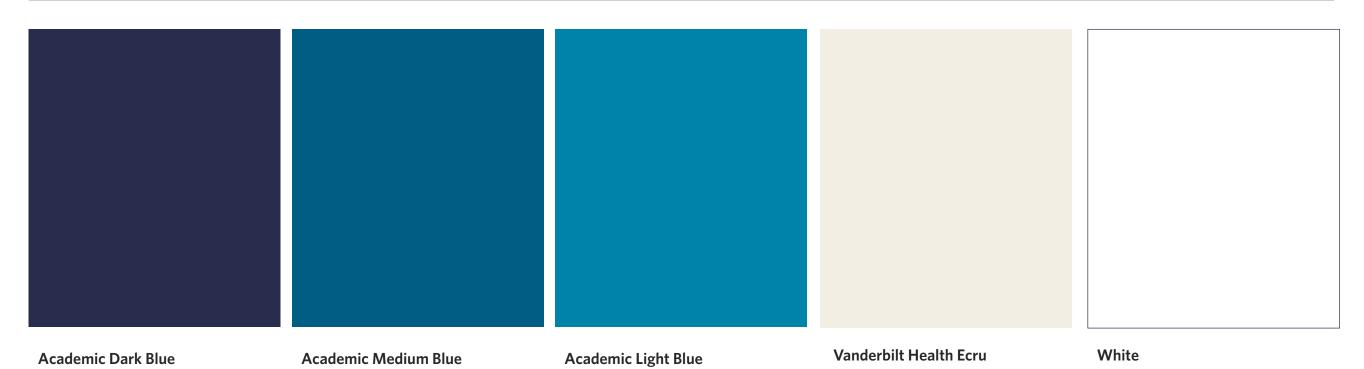
## **Vanderbilt Health Primary Palette**

CMYK 95, 90, 50, 30

RGB 40, 45, 78

HEX #282d4e

R180 G146 B72



CMYK 85, 36, 20, 2

RGB 0, 131, 169

HEX #0083a9

CMYK 4, 4, 9, 0

HEX #f2eee4

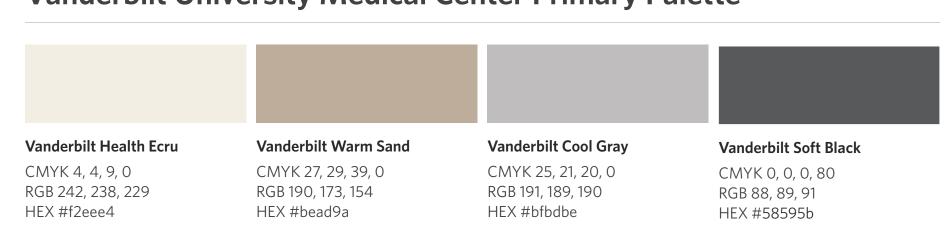
RGB 242, 238, 229

# **Vanderbilt University Medical Center Primary Palette**

CMYK 100, 60, 30, 10

RGB 0, 93, 131

HEX #005d83



Vanderbilt Gold (limited use, logo, accents and calls to action - use only with approval )

**Metallic Gold Flat Gold Pantone Flat Gold Print** Flat Gold Digital RGB 207, 174, 112 PMS 871 C PMS 4024 C CMYK 20, 29, 64, 0 HEX FEEEB6 to B49248 HEX #CfAE70 R254 G238 B182 to

CMYK 0, 0, 0, 0

HEX #ffffff

RGB 255, 255, 255

# Color Restictions

# Black and gold

Black and gold are the brand colors of Vanderbilt University, particularly the undergraduate and athletic programs, which are distinct from Vanderbilt Health. The use of black and gold should be reserved for University materials and does not reflect the brand or sensibility of Vanderbilt Health.

### Gold

Other than the V symbol in the Vanderbilt Health logo, avoid use of gold on materials that go to patients or to the public. If it must be used, do so only with a subtle accent color in small amounts.

## **Red and black**

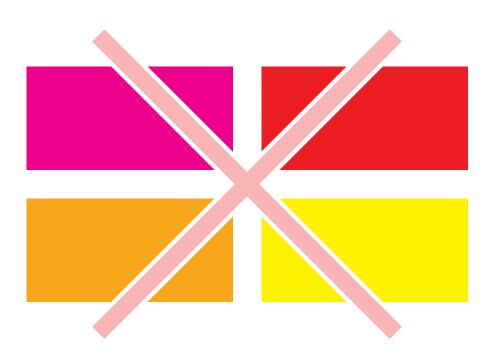
Pure (100%) black is a strong color that can overwhelm other colors on a page, so the black we use for Vanderbilt Health branded materials is 94% to soften it slightly. In the health care setting, pure red is best reserved for dangerous, emergent or important situations to catch people's attention (stop signs, emergency locations, safety hazards). Over-use of pure red will diminish its effectiveness in those important situations. (see Brand color palette, page 19, for color values).

### Restricted colors for Vanderbilt Health

Vivid, overly saturated colors do not reflect the brand sensibility of Vanderbilt Health and should be avoided. Examples of such colors include but are not limited to:

- Bright pink
- Bright red
- Bright orange
- Bright yellow

Refer to Brand color palette, page 19, for approved color swatches.



# Typography

# Typeface Options

Whitney is the Vanderbilt Health primary brand font. It is a sans-serif font that is legible in headers, large and small size in print and digital reproduction. The following weights and styles are approved for use in Vanderbilt Health materials aimed at all audiences, external and internal.

For open source, web use or situations where Whitney is not available, Open Sans for header and Source Sans for body copy are permitted as a substitution.

## **Vanderbilt Health Typefaces**

# Whitney

**Headers | Large Print | Display | Body** 

Alternative Header and Body | Open Source | Web Safe

#### **Use Cases**

#### **Primary**

Use Whitney whenever possible

# I am a Header Font

Whitney Semibold | 40pt | Optical

Whitney is the primary body and paragraph font.

Whitney Semibold | 12pt | Metrics Whitney Book | 12pt | Metrics

Whitney is designed to be legible at all sizes, giving the Vanderbilt Health brand a cohesive feel no matter the application. When you have the opportunity to use Whitney as the body or paragraph font, it should be the primary choice before other fonts.

#### **Alternative**

Open Sans for headers and body

# l am a Header Font.

Open Sans Semibold | 36pt | Optical Open Sans is larger than Whitney, so a smaller point size should be applied

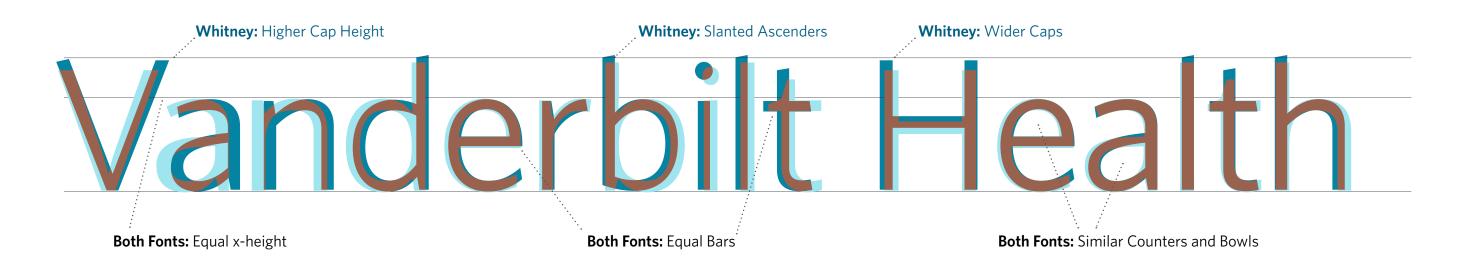
Open Sans is the alternative headline body and paragraph font.

Open Sans SemiBold | 11pt | Metrics Open Sans Regular | 11pt | Metrics

Open Sans is an open source font obtainable on fonts.google. com and is a reasonable alternative to Whitney. Open Sans was designed primarily as a typeface for user interfaces. Besides providing explicit clarity in short text strings, another fundamental design consideration was to create a typeface that reads well in extended settings. This makes Open Sans an excellent choice for body and paragraph copy in both print and digital media.

## **Font Comparison**

Whitney Book | Open Sans Regular | Both Fonts: San Serif, Humanist, Similar Font Anatomy



# Typography Formatting

Typography is used to promote legibility, ensure accessibility and help communicate messaging, tone, and sentiment.

Typography is an integral part of the brand as it supports the Vanderbilt Health brand by ...

- Increasing clarity and accessibility
- Creating hierarchy
- Directing attention
- Influencing decision making
- Building brand recognition
- Establishing mood and tone

## **Formatting**

#### **Italics**

Use of italics should be restricted to indicate titles of documents, books, works of art, etc., for reasons of readability and accessibility.

#### **Condensed Fonts**

The use of condensed fonts are not allowed, for reasons of readability and accessibility.

#### Website URLs

#### Do not include the "www."

The resulting URL is easier to understand. Browsers can find the site without "www." and it reduces comprehension time.

#### Capitalize before the slash.

Each word before the slash ("/") should be capitalized. Always use the forward slash, and never the backslash, when displaying a URL.

#### Limit calls to action.

In general, include only one URL on a given piece as a clear call-to-action.

#### **Examples:**

VanderbiltHealth.com/diabetes

ChildrensHospitalVanderbilt.org/urology

#### **Underline**

Do not use underlines for items that are not links. Include underlines or clear indications for text that includes a link.

#### **Phone Numbers**

#### Use dashes.

Formatting with dashes

("-") is a unique convention in the U.S. and because of this is automatically registered as a phone number, reducing cognitive load. Use dashes for visual consistency, usability and accessibility.

#### Limit calls to action.

In general, include only one phone number on a given piece as a clear call-to-action.

#### Use letters intentionally.

For certain purposes, such as radio or other audio uses, a phone number that incorporate letters or words is useful for communication and retention.

In print materials, the numerals should be used, either in place of or alongside the vanity phone number to make it easier for the user.

In digital uses, numerals are preferred with click or tap to call.

#### Example

555-555-DEMO (3366)

### Heirarchy

# You Will Read Me First

You will read or skim this paragraph to decide if you want to continue committing your time to this body of text.

#### I'm Telling You About Text Below

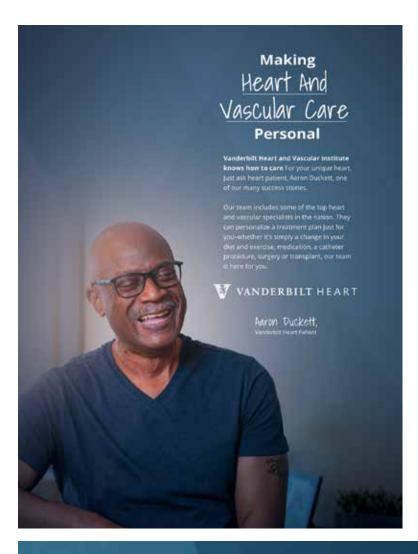
#### I am here to say there are subsections

Details are included within the body text of a paragraph. I am split between two seperate columns because this eases the eye's movements from one line to another.

# Photography Guidance

## In general, look for these key attributes

- **Appropriate subject matter for audience** (A note on seniors: Research shows that as people get older, they see themselves and identify with images of people who are somewhat younger; e.g., 80-year-old sees themselves as 70; a 70-yearold as 60).
- Positive, aspirational imagery. Avoid imagery that invokes shock, trauma, or anxiety.
- Authentic moments. Subjects not obviously posed. Simple, easy to recognize. Avoid cluttered images and distracting backgrounds.
- 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. However it is important to recognize that it isn't possible to represent every cultural group in one image. Diversity is conveyed on the macro level across all touchpoints.





# Making Cancer Care Personal

VANDERBILT-INGRAM CANCER CENTER













# Photography

# Additional Guidance

Here are helpful tips in choosing imagery that reflects the Vanderbilt Health Brand across all touchpoints and channels.

## **Abstract imagery**

Using abstract or conceptual imagery is permissible using the key attributes listed above. The image must be relevant to the subject. For example, using a beautiful veined leaf may be an effective way to represent the vascular system. On the other hand, using lightning to represent Neurology is not appropriate because lightning typically does not conjure positive feelings

## Photography of children

The use of children in a group photo as part of a family depiction requires approval from Marketing and Engagement.

## Illustration

Illustration can be an effective storytelling tool in a brand toolkit — a way to set your brand apart, or to distill complex or sensitive subject matter into an appropriate image, where photography may not be suitable. However, many illustration styles exist, and there are more variables to consider when compared with photographic imagery. For this reason, generic, free and stock illustrations are prohibited without approval from Marketing and Engagement.

## **Black-and-white photography**

Black-and-white photography should be used thoughtfully. It should not be very dark or high-contrast, and should conform to the above key attributes. Use of such images requires approval from Marketing and Engagement.

# Resources

# **Design Templates**

To promote brand consistency and to save time in design, Marketing and Engagement offers a set of official, branded print design templates for use by professional designers.

Marketing and Engagement has an approved roster of freelance designers and writers who have access to our official templates and guidelines.

For design inquiries, contact **Marketing and Engagement at:** 

design@vumc.org

## **Useful Websites**

**Vanderbilt Health** 

VanderbiltHealth.com

Monroe Carell Jr. Children's Hospital at Vanderbilt

ChildrensHospitalVanderbilt.org

**Marketing and Engagement Website** 

vumc.org/marketing-engagement

**Vanderbilt University Medical Center** 

vumc.org

**VUMC Print Services** 

printshop.app.vumc.org

#### **Contacts**

**General Design Questions** 

design@vumc.org

**Video Production** 

videoproduction@vumc.org

**Web Team** 

webhelp@vumc.org

# Thank You

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VANDERBILT THEALTH

