School of Medicine and Washington University Physicians
Logo Guidelines

Official Logos
The official logotypes of Washington University School of Medicine in St. Louis and Washington University Physicians both contain a three-color heraldic shield device and a formal word mark in black.

Washington University logos, including logo “lockups” or co-brands, must always be reproduced from approved artwork and can never be altered.

Logo Configurations
Both the school and Physicians logos have three official configurations for print as well as a digital-only configuration:

- One-line logo
- Two-line horizontal
- Two-line centered (primarily used for promotional items)

Minimum Sizes
Minimum sizes for the various versions of the logos have been established and described as minimum widths at which the logos should appear.

<table>
<thead>
<tr>
<th>Version</th>
<th>No smaller than</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-line versions</td>
<td>3.125” wide</td>
</tr>
<tr>
<td>Two-line horizontal</td>
<td>1.5” wide</td>
</tr>
<tr>
<td>Two-line centered versions</td>
<td>1.5” wide</td>
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</tbody>
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Positive Versions of the Logo
Positive versions of the logos can be used on white or light-colored backgrounds, or placed over suitably light-colored areas of a photographic background as long as the logo mark remains highly legible.

Reverse Versions of the Logo
On a dark background, a reverse version of our logo mark is required. Two reverse versions of the logo have been created:

- a full-color reverse version with a full-color shield and white text
- a one-color reverse version in white, which should be used on a dark background
Clear Space
When using any approved version of the logo, it is important that the area surrounding the logo remain free of type or imagery, so that nothing competes with the logo for the viewer’s attention.

To ensure this, each approved version of the logo must never appear closer than the height and width of the shield to the edge of the paper or to any other typography or artwork. This clear space may necessarily be reduced when placing the logo on a website, but designers should still take care to separate the logo from other page contents, such as in a header bar.

Co-branding (For clinical activities with one of our main academic hospital partners)
Although Washington University physicians and providers practice at many locations throughout the region, the School of Medicine has official branding arrangements in place with its main teaching hospitals — Barnes-Jewish Hospital and St. Louis Children's Hospital — to communicate its joint clinical efforts with these partners.

These agreements establish a shared visual identity, often referred to as a co-brand, for Washington University and its clinical partners. Co-branding on clinical communications helps advance the interests of all partners in the clinical enterprise.

Activities or communications aimed at patients or referring providers and related to joint clinical activities with one or more of our affiliated hospital partners should use an approved co-branded logo.

To request use of a co-branded mark, please complete the assistance request form.

NOTE: All communications that use any co-branded mark should be reviewed by Medical Public Affairs and the Faculty Practice Plan's Office of Marketing Communications.

Special considerations for PowerPoint Presentations, Videos, Motion Graphics and Other Digital Media
Our official logo marks should not be animated – no flying, flipping, zooming, breaking apart or building. In video or multimedia applications, the logo should simply dissolve on or off a screen as a complete unit.

Letterhead
The official letterhead of Washington University School of Medicine and Washington University Physicians uses a specially modified version of the one-line logo. The university has established relationships with selected vendors who are licensed and approved to printed commodity items, such as letterhead, envelopes and notecards.
Assistance
If you would like further assistance with using the School of Medicine and Physicians logos, please contact:

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