

Identity Standards – SIU School of Medicine

Table of Contents

Introduction

SIU School of Medicine Logo

SIU HealthCare Version (formerly SIU Physicians & Surgeons)

SIU School of Medicine Identifiers

Trademark and Licensing

Basic Use and Placement Standards

Logo Specifications

- Color
- Proportion/Sizing
- Fonts
- Logo Files
- Approvals
- Unacceptable Logo Treatments

Available Files

- Logo Files
- Poster Presentations
- Forms
- Stationery Items
- Word Templates
- PowerPoint
- Web Pages

FAQ – Frequently Asked Questions

Appendix A – Detailed Use and Placement Standards

Appendix B – Detailed Stationery Specifications

Appendix C – Mini Standards/Vendor Information

Appendix D -- Other University Marks

Introduction

A logo is a critical component of an institution's visual identity. Standards for an institution's visual identity help establish and maintain its name and image, commonly referred to in the corporate world as brand management. No logo can completely communicate the values, vision, diversity and traditions of an organization. But the frequent, standardized and prominent use of a single logo communicates a unity of purpose that can impact favorably on an organization's image.

This guide is intended to help establish and maintain a consistent and readily recognizable logo for SIU School of Medicine and SIU Physicians & Surgeons, now known as SIU HealthCare. The logo for the School of Medicine is part of the official Southern Illinois University Carbondale (SIUC) logo family. Because the impact of the SIU logo depends on consistent use over a long period of time, logo standards must be adhered to by individuals, departments and units officially related to the School of Medicine as well as its vendors.

It is important that those working with our logo be familiar with all of the standards. By using a consistent visual identity on items such as printed materials, exhibits, signs, web sites and promotional items, our name and our brand are more recognizable and stronger. This enhances the reach and effectiveness of any publicity, marketing or advertising efforts on behalf of the School.

The logo files are maintained by the School of Medicine's Office of Public Affairs in Springfield. Basic logo files are provided to those who have attended identity standards training. Only Public Affairs is authorized to give out the logo files. Others should not pass them on. A form to request identity standards training can be found at www.siumed.edu/logo. Any questions regarding logo usage should be referred to Public Affairs in Springfield, 217-545-2155 or logo@siumed.edu.

SIU School of Medicine Logo

A new logo for SIU School of Medicine was developed in 2009. The logo is composed of a graphic symbol consisting of a stylized snake and the initials “SIU,” followed by the words “School of Medicine.” The snake is a reference to the serpent of Aesculapius, the ancient god of medicine and healing. (His Roman name was Aesculapius and his Greek name was Asklepios.)

The School of Medicine logo is all green or all black. It may also be printed in reverse. Horizontal and vertical versions of the logo are available. The preferred version is the horizontal design. When a logo is reduced or enlarged, it must be treated as one unit so that all elements are resized proportionately. The size of the logo is determined by the size of the graphic symbol. The minimum size of the graphic symbol is ½ inch across. Examples of the SIU School of Medicine logo can be found online at www.siumed.edu/logo.

SIU HealthCare Version

The version of the SIU School of Medicine logo used by SIU HealthCare (formerly SIU Physicians & Surgeons) is composed of the same stylized snake and SIU initials followed by the word “HealthCare” with a tagline “Exceptional Medicine. Partners in Care.” placed beneath. The tagline is separated from the rest of the logo by a hairline. The HealthCare version should appear on all clinical communications. Use of the HealthCare version allows SIU HealthCare to parallel the School of Medicine’s logo usage while building the identity of SIU’s clinical practice. Standards that apply to the School of Medicine logo also apply to the HealthCare version. Examples of the SIU HealthCare logo can be found online at www.siumed.edu/logo.

Because our patients clearly identify with the SIU name, the School’s physician group changed its name to SIU HealthCare and doing so at the same time as the logo so the two work together. The name, SIU HealthCare, captures the full array of health care services SIU provides now and as it grows and expands.

A consistent use of the SIU HealthCare version of the logo will help build a strong brand for the School’s physician practice, making it easier for our patients and potential patients to differentiate us from others. It also will help with recruitment of high quality health care professionals, fundraising and employee satisfaction. The correct and consistent use of the identity standards will complement the positioning statement adopted by the physician practice – SIU HealthCare wants to be perceived as a progressive and pre-eminent regional group of physicians that offers patients all-encompassing specialty care within a practice style that integrates approachability and patient education.

SIU School of Medicine Identifiers

A departmental identifier may be used with the SIU School of Medicine logo to offer individuality and flexibility for departments and units. These departmental identifiers may be used with the main School of Medicine logo on all forms of media **except** official letterhead, business cards, business envelopes and classified advertising. Standards for color, proportion/sizing, placement and unacceptable use remain the same. (See **Logo**

Specifications.) No other logo is to be created for use by any SIU School of Medicine or SIU HealthCare department or unit.

The horizontal School logo is used with the department or unit name beneath in Slimbach medium italic font, separated by a hairline. The department name type should be slightly smaller than the type in the School's logo and can be placed flush left or centered below the logo. An example of a departmental identifier can be found online at www.siumed.edu/logo.

For SIU HealthCare, no department or division identifiers can be used.

Approval for identifiers must be obtained. A form to request a departmental identifier can be found at www.siumed.edu/logo and should be submitted to Public Affairs, MC 9621, or (fax) 217-545-0580. This request for an SIU identifier constitutes a binding agreement whereby the original logo files shall not be altered in any way including, but not limited to, distorting the shape, changing the color, fonts or font arrangement.

Trademark and Licensing

The logo for SIU School of Medicine and SIU HealthCare logos is registered with the U.S. Patent and Trademark Office. The School of Medicine may commence legal proceedings through the Office of General Counsel for trademark infringement to prevent unauthorized use of its trademarks.

Basic Use and Placement Standards

The SIU School of Medicine logo or the SIU HealthCare version of the logo should appear on all forms of public materials produced by or for the School or the practice plan. The logo should be reproduced only from authorized electronic files and not hand drawn, scanned or modified in any way or be reproduced with any typeface. Horizontal and vertical versions of the logos have been developed to offer design flexibility; the horizontal version should be used unless design options prevent its use. No unauthorized logo for a department or unit is to be used.

The graphic symbol in the logo may appear without the type "School of Medicine" or "HealthCare" only in a few merchandising, PowerPoint and web applications. If the graphic symbol is used without type, the minimum size is $\frac{3}{4}$ inch across.

No previous versions of the logo are to be used on any **new** publications, web sites, promotional items, etc. As supplies of materials with old logos are exhausted, new or reprinted materials should replace them, using the new logo and identity standards. The deadline for updating all stationery, business cards, envelopes and other supplies is June 2010. Publications and web sites also should carry the new logo by June 2010.

The logo versions representing the School of Medicine and SIU HealthCare should appear consistently and correctly on all printed materials and communications of an institutional nature. It is not necessary to use the

logo on internal working documents. The logo is not a design element but rather used once as a *signature*, indicating that materials are produced by and for the medical school.

The logo should not replace the words SIU School of Medicine or SIU HealthCare in a sentence or in a title.

Items where logos must be used include, but are not limited to --

- Advertisements
- Affiliated Organization/Agency
- Agendas
- Awards, commemorative or gift items
- Backdrops
- Banners
- Billboards
- Brochures and publications
- Campus memos
- Certificates
- Clothing and embroidered items
- Electronic correspondence
- Exhibits/Displays
- Fax cover sheets
- Flyers/posters
- ID cards and name badges
- Invitations and note cards
- Minutes
- Newsletters
- Patches
- Podiums
- Poster presentations
- PowerPoint presentations
- Programs
- Reports
- Signs
- Stationery
- Web sites

In general, printed materials should be designed using no more than two different fonts. Detailed standards for the use and placement of the logo in specific circumstances are found in **Appendix A**. Questions and requests for guidance on usage, placement or other School of Medicine graphic identity issues beyond the scope of this guide should be addressed to Public Affairs, 217-545-2155, or email logo@siumed.edu.

Logo Specifications

Color

The logo color is green (PMS 568). Because vendors use different software and different version of the software, they need to correctly translate the color of the logo. Vendors should make sure that the logo color matches PMS 568 at all times, whether printing in two-color or full color.

When using PMS 568 for print projects and the software applications used for printing (such as Photoshop, Illustrator, InDesign and Quark, etc.), use the CMYK separations below. When using PMS 568 for Web or PowerPoint, use the RGB separations.

- The **CMYK** equivalent of Pantone 568 is C = 88, M = 0, Y = 57 and K = 36.

- The **RGB** equivalent of Pantone 568 is R = 0, G = 125 and B = 104.

The logo may also be printed in black or reversed on black or another color. The metallic colors of gold, silver or bronze can be used for specialty items such as leather portfolios, folders, luggage tags, etc.

When ordering clothing or other embroidered items with a green logo, the thread color is FuFu 255 or ARC 125. Other neutral thread colors such as gray, white or cream may be used.

For tee shirts, tote bags or other articles which will have the logo applied by silk screening or other printed techniques, the same guidelines for color apply. Vendors should ensure that the ink colors are correct.

The logo should be dark enough to be highly visible and used with a high degree of contrast between the logo and the background, so it should not be screened or appear reversed on a screened background. Do not use software to alter the logo by applying special effects or by changing the shape or color.

Proportion/Sizing

When a logo is reduced or enlarged, it must be treated as one unit so that all elements are resized proportionately. It is important that the clearance area immediately surrounding the logo be free of type or design images, so that nothing competes or detracts from it. The size of the logo is determined by the size of the logo's graphic symbol. Its minimum size is ½ inch from the left to the right side when used with type. In those limited cases when the graphic symbol is used alone, the minimum size is ¾ inch across.

When the logo is used for an event or activity in which SIU is a co-sponsor, the logo should be the same size as the logos for the other co-sponsor(s). The exception is when the School of Medicine or SIU HealthCare is a secondary sponsor, in which case the logo can appear smaller. The minimum size guidelines apply. If multiple logos are to be used, consult with Public Affairs. Standards are the same for the use of the logo on non-SIU Web pages or non-SIU printed materials where the School is a co-sponsor. When there is a formal affiliation between SIU and another organization or agency, see Appendix A – Affiliated Organization/Agency.

The logo should be reproduced only from authorized electronic files and not be hand drawn, scanned or modified in any way or be reproduced with any typeface. Simply "eyeballing" and trying to reproduce it could produce differences that may be minor, but will detract from the design and branding capability. The logo should not be pulled, stretched, squeezed, condensed or otherwise altered to fit a particular space. Instead, a design should be reworked to use the logo correctly.

Clear Space

To present the SIU School of Medicine logo clearly without competition from other elements, it is important that adequate space be given around the perimeter. Use clear space equal to the height of the text in the graphic symbol. The size of the logo is determined by the size of the graphic symbol. The graphic symbol must be at least ½ inch from the left to the right sides. The logo should not be screened as a watermark on stationery or other documents where text would be

superimposed over the logo. A diagram of the use of clear space around the logo can be found online at www.siumed.edu/logo.

Single Use

The logo is not a design element, but rather used once as a signature, indicating that materials are produced by and for the School. That means the logo appears once on an item and is not repeated. It also is not used as “wallpaper,” repeating across the background of a design, except in very limited circumstances such as ties and scarves and backdrops used for press conferences.

Fonts

The name of the logo font is Slimbach. Some complementary fonts for use in School of Medicine publications are: (serif) Palatino, Adobe Garamond and (sans serif) Arial, Universe, Futura, Helvetica. In general, printed materials should be designed using no more than two different fonts. For clothing, only sans serif fonts should be used.

Logo Files

Only Public Affairs in Springfield is authorized to give out the logo files. Others should not pass them on. Basic logo files are provided to those who have attended identity standards training, including vendors. A form to request identity standards training can be found at www.siumed.edu/logo.

For projects that will be printed by Printing and Graphic Services in Springfield, the logo will be added when the electronic file reaches them or when they design a project. While Printing and Graphic Services will make every effort to make sure copy refers to the School of Medicine correctly, the department shares the responsibility to check and proof for identity concerns.

Approvals

All advertisements, specialty items, tee-shirts and other projects with custom printing must be approved by Public Affairs before they are ordered. PDF files should be submitted to Public Affairs for approval and advice on logo placement. Once approved, Public Affairs will send the logo file directly to the off-campus vendor. Each design will be checked for spelling, correct use of identity and logo to ensure the items will present an image that is consistent. This process will remain in effect while we transition to the new design.

Please be aware that approvals may take up to two working days. Any questions regarding correct usage or exceptions in design specifications should be referred to Public Affairs, 217-545-2155, or email logo@siumed.edu.

Unacceptable Logo Treatments

Examples of unacceptable logo treatments can be found online at www.siumed.edu/logo.

- **Altering**

The SIU School of Medicine logo should not be changed into bold or created with alternative type faces. The logo is a registered trademark and may not be altered. It may not be recreated, separated, scanned or changed in any way.

- **Distorting**

Layouts/designs should leave space to incorporate the logo at the proper proportion. Logos should not be pulled, stretched, squeezed, condensed or otherwise altered to fit a particular space.

- **Appearance**

The SIU School of Medicine logo should not be encompassed in any shape, other design or embellished in any way. It must appear unobstructed to maintain visual clarity and identity and may not be rotated. Additional colors or blended colors, special effects and/or drop shadows should not be applied to the logo. The logo should not be screened as a watermark on stationery or other documents where text would be superimposed over the logo.

- **Screening**

Logos should not be screened, lightened or reversed in a screened background. There should be a high degree of contrast between the logo and its background.

Available Files

- **Logo Files:** Basic files of the logo graphic with the words “School of Medicine” or “HealthCare” are available from the Office of Public Affairs in Springfield. They will be provided to those who have attended identity standards training. A form to request identity standards training can be found at www.siumed.edu/logo. Only Public Affairs is authorized to give out the logo files. Others should not pass them on.
- **Poster Presentations:** A PowerPoint template for poster presentations is available for downloading at www.siumed.edu/logo. If another format is preferred, a logo file will be available to those who have attended identity standards training. A form to request identity standards training can be found at www.siumed.edu/logo. The logo can be placed at the top in either corner of a poster. It also can be placed in the final document by Printing and Graphic Services before being sent for printing.
- **Forms:** A logo can be placed on official medical school forms, especially those used publicly. Not all forms must carry a logo.
- **Stationery Items:** All letterhead, envelopes and business cards must be ordered through the campus printing services and not from any outside vendor. Printing and Graphic Services in Springfield has templates available using the new standards for these items – both the School and HealthCare versions are available. Printing and Duplicating Services in Carbondale also has the logo files and corresponding templates for Carbondale offices and departments. Details about ordering stationery are posted on the Printing and Graphic Services intranet web site at under University Identity Standards. Stationery samples can be viewed at www.siumed.edu/logo. See **Appendix B** for more details.

- **Word Templates:** Several word templates are available for common internal documents for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). These are fax cover sheets, memos, agendas, minutes, report covers and electronic correspondence, in both black and green.
- **PowerPoint:** PowerPoint presentations should start with the main slide, showing the School's complete logo, and continue with individual slides with the small graphic symbol portion of the logo in the lower right-hand corner. For PowerPoint slides, the background is 7.5 x 10 inches; the RGB color is red 0, green 104 and blue 93. PowerPoint templates for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). Detailed instructions for converting existing PowerPoint presentations to the SIU format can be found on the intranet site.
- **Web Pages:** Web page templates have been developed for use by departments and units in revising their web pages to incorporate the new logo and conform to University web policies. All public pages must use a School of Medicine template - <http://www.siumed.edu/common/templates/>. Any new pages should be created using a template and existing pages should incorporate the new template by June 2010. Intranet or course pages may feature the templates, but are not required to do so. Questions regarding Web usages for the School of Medicine can be directed to the Web Development Committee, WebDev@siumed.edu.

FAQ – Frequently Asked Questions

Why do the University and SIU School of Medicine need identity standards that address the use of the logos, style, graphic design and other pieces of visual identity?

Simply put, identity standards help us identify and “brand” the University, the School of Medicine and SIU HealthCare. They enhance the reach and effectiveness of our publicity, marketing or advertising efforts.

There are thousands of letters, brochures, publications, newsletters, exhibits, signs, and pieces of merchandise related to the School that people see every day. Our web sites, invitations, slide shows, posters, forms, programs, vehicles, signs, stationery, business cards, promotional items and licensed clothing all help tell our story. By using a consistent visual identity, our brand is more recognizable and stronger.

Why do we need a strong public image?

Whenever we communicate, we have an opportunity to make a strong, lasting impression. Our alumni, friends and grateful patients may make decisions on supporting us, including providing financial support, based on their impressions and experiences. It is also important that SIU School of Medicine and SIU HealthCare group be able to market and communicate effectively with other health care providers.

Why did SIU School of Medicine and SIU HealthCare (formerly SIU Physicians & Surgeons) adopt a new logo?

A logo is a critical component of an institution's visual identity. The frequent, standardized and prominent use of a single logo communicates a unity of purpose that can reflect favorably on an institution's image. We wanted to update the look of the SIU School of Medicine logo and make it something that more clearly identifies us as a medical school. SIU Physicians & Surgeons changed its look and public name to SIU HealthCare to emphasize its function as a health care provider. Our choice of the new logo was not an arbitrary decision but rather the result of a thoughtful process, involving the input of many stakeholders.

Where do identity standards come from?

Many corporations and organizations as well as most U.S. universities have identity and logo standards. In refining ours, staff referred to numerous standards posted on-line. We thank those institutions for sharing their expertise. We also thank various campus offices who provided feedback on the School's identity standards.

My department often gets asked to be a co-sponsor for a program or activity. Can I provide the logo to the primary sponsor for their use in advertising?

Departments should not share the logo with outside agencies. When SIU School of Medicine or SIU HealthCare have officially agreed to be a co-sponsor of an outside program or activity, the agency creating the advertising (poster, brochure, display ad, etc.) should provide a copy of the proposed design to the School's Office of Public Affairs in Springfield. Once the design is approved, Public Affairs will provide the logo file and guidelines directly to the agency. (When there is a formal affiliation between SIU and another organization or agency, see Appendix A – Affiliated Organization/Agency.) Any questions regarding logo usage should be referred to Public Affairs in Springfield, 217-545-2155, or email logo@siumed.edu.

What is my part in creating and maintaining SIU School of Medicine's image?

All of us at the School of Medicine, whether we are faculty, staff or students, make an impression. We create an image with our reports, PowerPoint presentations, correspondence and other interactions with internal and external audiences. Each time you communicate professionally about the medical school, including correct use of the logo, you strengthen our public image.

What are the deadlines for making the change to the new logos on printed goods?

As supplies of materials with old logos are exhausted, new or reprinted materials should replace them, using the new logo and identity standards. The deadline for updating all stationery, business cards, envelopes and other such supplies is June 2010. After that date, no use of the old logo is permitted except for historical materials. Publications and web sites should also carry the new logo. No previous versions of the School of Medicine logo are to be used on any **new** publications, web sites, promotional items, etc.

How do I keep up with changes to the identity standards?

Updates about our visual identity will always be posted in one location on the School's web site. Go to www.siumed.edu/logo for the most up-to-date information.

I don't like the new logo, so can I use the old ones instead?

Old logos are no longer approved for routine use. Simply put, the old logos have been retired. Expect to see them only in a historical context.

Appendix A – Detailed Use and Placement Standards

Advertisements: SIU HealthCare has developed several templates for display advertisements. Non-clinical departments are encouraged to use one of the templates for display ads, substituting the School's logo for the SIU HealthCare logo. If a template is not used, all ads for any School of Medicine department or unit must be approved before they are placed – by Clinical Marketing for clinical departments or by Public Affairs for non-clinical departments. In all advertising uses, the size of the logo is determined by the size of the graphic symbol. *The minimum size for the graphic symbol is ½ inch across.* Other guidance for advertisements follows in this section.

- In any **advertisement**, the logo should have space around it in order to maintain legibility and visual impact. No other graphic elements, such as type, lines, images, photos, etc., should cross into this space. The logo should not be placed on top of any of these elements but should visually stand alone. The logo should be used in a way that provides good contrast or clear legibility. For example, if the ad is a full newspaper page, the logo should be considerably larger than the minimum size. (See **Clear Space** under **Logo Specifications**.)
- In **print display advertising**, the template for SIU HealthCare consistently places the logo in a specific location, in order to visually connect all ads for the reader to SIU HealthCare and SIU School of Medicine. Regular use of this template will help build name recognition for the physician practice and the medical school. For information about print display advertisements please contact Clinical Marketing directly at 217-545-8065.

If a template is not used, the logo should be placed in the lower left-hand or right-hand corner of an ad. The size of the logo should be in proportion to other pieces of the ad (e.g., photos, headlines, type blocks, etc.).

- In **classified advertising**, the logo should be placed at the top of the ad and centered in the column. In display classified advertising, the logo should be placed at the top of the ad, centered or in either corner. Human Resources places classified ads for all employment positions other than faculty.
- Use black and white versions of the logo in **newspaper ads**, low-budget printing and originals for regular photocopying. The best option is to use the logo in a black on white version, providing the most contrast.
- **Televised public service announcements**, commercials or other video productions should also use the logo prominently and appropriately. Public Affairs can provide appropriate types of logo files and placement while ensuring material meets identity standards.
- For **events** sponsored by SIU School of Medicine or SIU HealthCare, guidelines for display advertising should be followed. When SIU School of Medicine or SIU HealthCare have officially agreed to be a co-sponsor of an outside program or activity, the agency creating the advertising (poster, brochure, display ad, etc.) should provide a copy of the proposed design to the School's Office of Public Affairs in Springfield. When there is a formal affiliation between SIU and another organization or agency, see **Affiliated Organization/Agency**.

Departments should not share the logo with outside agencies. Once the design is approved, Public Affairs will provide the logo file and guidelines directly to the agency. For events which are co-sponsored with another organization, the logo should be the same size as the logos for the co-sponsors. The exception is when the School of Medicine or SIU HealthCare is a secondary sponsor, in which case the logo can appear smaller. The minimum size guidelines apply. When a logo is reduced or enlarged, it must be treated as one unit so that all elements are resized proportionately. (For logo placement on co-sponsored event advertisements, see **Sponsorships**.)

Affiliated Organization/Agency: The SIU logo can be used with the logo of an affiliated organization or agency in order to promote a formalized affiliation or partnership. The format for combining logos may vary and must be coordinated and approved by Public Affairs.

Agendas: Word templates for meeting agendas for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). These do not need to follow the same paper and printing standards as the formal stationery items and can be printed from desktop printers.

Awards, Commemorative or Gift Items: The logo should be prominently displayed on all awards, commemorative or gift items. The horizontal version should be used unless design options prevent its use. A standard layout places the logo centered at the top or bottom of an award. Unusual formats should be reviewed for approval in advance by Public Affairs.

Backdrops: For press conference backdrops, the logo may be used as a repeating design element. A backdrop is available through Public Affairs in Springfield.

Banners: All banners for the School of Medicine can be ordered through local vendors and should be approved by Public Affairs in Springfield. Units also can borrow a banner from Public Affairs' small collection for one-time use.

Billboards: The logo should be prominently displayed, preferably in the lower right or left corner. The size should be noticeable with the logo as one of the major elements in the design, visible and readable from street level, especially when driving by in a car. (For logo placement on co-sponsored billboards, see **Sponsorships**.)

Brochures and Publications: The logo should be on the front cover of brochures, booklets and catalogs. Print the logo in black and white, in green, or reversed on color cover or in a color block. The preferred location is on the lower portion of the front page or cover. There may be situations where the logo can appear on the inside front page or prominently on the back outside page, but this should be the exception. If the logo does not appear on the cover, the name of the medical school must appear clearly and prominently on the cover. (For logo placement on co-sponsored brochures or publications, see **Sponsorships**.)

The logo is not a design element, but rather used once as a *signature*, indicating that materials are produced by and for the School. So it appears once on a cover and is not repeated inside. It also is not used as "wallpaper," repeating across the background of a cover design.

For materials that are small in size (e.g., blood pressure card), use the horizontal logo if minimum size guidelines can be met. If not, use the name of the School or SIU HealthCare without a graphic symbol.

- **On-Campus Production:** Printing and Graphic Services is the preferred vendor for School of Medicine print projects. Staff at Printing and Graphic Services will ensure that all identity standards are met and that printed materials are compliant. Details about printing services are at http://intranet.siumed.edu/finandadmin/cps/print_home.htm
- **In-House Desktop Publishing:** People producing small quantities of printed materials from a desktop printer, should seek guidance from Public Affairs to ensure proper logo placement and quality. Letterhead, envelopes and business cards may NOT be printed on desktop printers.
- **Off-Campus Production:** To ensure consistency and correct implementation, Public Affairs must approve logo usage on materials that are produced by off-campus vendors. Portable Document Format (PDF) files should be submitted to Public Affairs for logo placement approval at logo@siumed.edu. Departments should not share the logo with outside agencies. Once approved, Public Affairs will send the logo file directly to the off-campus printer.

Campus Memos: Word templates for campus memos for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). These do not need to follow the same paper and printing standards as formal stationery items and can be printed from desktop printers.

Certificates: The logo is to be used on official certificates. The preferred layout places the logo centered at the top or bottom of a certificate. Unusual formats should be reviewed by Public Affairs. Templates for certificates of appreciation or recognition are available.

Clothing and Embroidered Items: A standard style has been developed for departments and vendors when ordering clothing or other embroidered items. The horizontal logo is used with the department (or unit) name beneath in sans serif type. The type should be slightly smaller than the type in the logo and can be placed flush left or centered below the logo. The thread color is FuFu 255 or ARC 125 or a neutral color.

For logo placement on clothing for co-sponsored events, see **Sponsorships**. In very limited circumstances, (ties and scarves), the logo may be repeated to create a design element.

Electronic Correspondence: Word templates for electronic correspondence for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). Electronic correspondence can be used for official correspondence that needs to be sent electronically, such as a letter of recommendation. Regular letterhead should be used for printed correspondence.

Exhibits/Displays: The header for a portable exhibit or display board should consist of the name of the School and the name of the department or division. The names should be large and clearly visible in an exhibit and/or public space. The School of Medicine logo can be used in place of the name of the School.

Fax Cover Sheets: Word templates for fax cover sheets for SIU School of Medicine and SIU HealthCare are provided for downloading on the SIU intranet (SIU network access only). Two versions are available. The “locked” templates allow the user to tab across fields, but the field names cannot be changed. The “unlocked” templates allow the user to change the names of the fields, but the user cannot tab across fields. Fax cover sheets do not need to follow the same paper and printing standards as formal stationery items and can be printed from desktop printers.

Flyers/Posters: If a logo is to be used on a flyer or a poster, the preferred layout places the logo at bottom, either centered or in a right or left corner. (For logo placement on co-sponsored flyers or posters, see **Sponsorships**.)

Forms: A logo can be placed on official medical school forms, especially those used publicly. Not all forms must carry a logo. Public Affairs can provide assistance.

ID Cards and Name Badges: ID cards are required for all SIU School of Medicine faculty, staff and students in Springfield and are available from the School’s Security Office (217-545-7777). The School of Medicine logo appears on ID cards.

Pin and magnetic forms of name badges can be ordered from various vendors in Springfield – contact Public Affairs for more information. Such name badges also are available through Printing and Duplicating in Carbondale.

Invitations and Note Cards: An invitation design and blank note cards using the SIU School of Medicine logo are available through Printing and Graphic Services in Springfield. The logo also can be embossed. An official thank you or holiday card that is sent from the School, a department or division, or a faculty member should include the logo, most likely on the back of the card.

Minutes: Word templates for meeting minutes for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). These do not need to follow the same paper and printing standards as the formal stationery items and can be printed from desktop printers.

Newsletters: The logo should be prominently displayed in the newsletter, either as part of the masthead or in the return address in the mailing block. If the mailing block does not appear on the front page, the name of the medical school must appear clearly and prominently on the front page.

Patches: Patches have been designed and are available for use on white coats – there is a basic SIU patch and an SIU HealthCare patch for members of SIU’s clinical practice. All coat patches should be updated and no old forms of an SIU patch should appear on any clinical or lab coats.

Students can get their SIU patches from Student Affairs while residents can contact Residency Affairs for the SIU patch. Physicians and other members using the SIU HealthCare version of the patch can contact their departments or Clinical Marketing, 217-545-8065.

Others needing the basic SIU patch can order them at cost by contacting Public Affairs, 217-545-2155 or logo@siumed.edu. A form for ordering is available.

Podiums: Podiums should display the SIUC or SIU School of Medicine logo as appropriate. The logo should be prominently displayed and centered in the field. Temporary podium signs for special events are available from Public Affairs.

Poster Presentations: The logo should be prominently displayed on all poster presentations prepared for professional meetings. The preferred logo location for poster presentations is at the top in either corner. A PowerPoint template for poster presentations is available for downloading at www.siu.edu/logo. If another format is preferred, a logo file for placement at the top in either corner of a poster will be available to those who have attended identity standards training. A form to request identity standards training can be found at

www.siumed.edu/logo. It also can be placed in the final document by Printing and Graphic Services before being sent for printing.

PowerPoint Presentations: PowerPoint presentations should start with the main slide, showing the School's complete logo, and continue with individual slides with the small graphic symbol portion of the logo in the lower right-hand corner. For PowerPoint slides, the background is 7.5 x 10 inches; the RGB color is red 0, green 104 and blue 93. Templates for PowerPoint presentations for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only). Detailed instructions for converting existing PowerPoint presentations to the SIU format can be found on the intranet site.

If on some slides the content (e.g., a graph or photo) overlaps the SIU graphic symbol, you can eliminate the graphic symbol on a single slide. To convert a single slide to an all-white background without the graphic symbol, choose *background* from the format menu, click on the down arrow and choose *white*. If using the green PowerPoint template, choose *background, solid fill, color, more colors*, and enter R=0, G=104, B=93 to match greens.

Programs: The preferred location for the logo is on the lower portion of a program cover. Print the logo in black and white, in green, or reversed on color cover or in a color block. There may be situations where the logo can appear on the inside front page or prominently on the back outside page, but this should be the exception – check with Public Affairs. If the logo does not appear on the cover, the name of the medical school must appear clearly and prominently on the cover. (For logo placement on co-sponsored programs, see **Sponsorships**.)

Reports: On official reports, particularly those prepared for external audiences, the logo should be prominently displayed on the cover, preferably at the top. Report cover templates are available for SIU School of Medicine and SIU HealthCare are available for downloading on the SIU intranet page under Logo/Word Templates (SIU network access only).

Signs: Campus signs must include prominent and clear use of the appropriate logo, so a reverse white on green background is used. Lettering should be of appropriate size and be readable by pedestrians as well as those in vehicles (where appropriate). Signage is the responsibility of Capital Planning and Service Operations at SIU School of Medicine, 217-545-2769.

Sponsorships: When the logo is used for an event or activity in which SIU is a co-sponsor, the logo should be the same size as the logos for the other co-sponsor(s). The exception is when the School of Medicine or SIU HealthCare is a secondary sponsor, in which case the logo can appear smaller. The minimum size guidelines apply. If multiple logos are to be used, consult with Public Affairs. Standards are the same for the use of the logo on non-SIU Web pages or non-SIU printed materials where the School is a co-sponsor. When there is a formal affiliation between SIU and another organization or agency, see Affiliated Organization/Agency.

Stationery: All business cards, letterhead and envelopes must be printed at Printing and Graphic Services in Springfield or at the SIUC printing center in Carbondale. Letterhead, envelopes and business cards may NOT be printed on desktop printers. Using two colors and bond paper presents a fresh, modern and professional look that is distinctive and easily identifiable. The paper stock used for letterhead and envelopes is 24 lb. bond and for business cards is 80 lb. cover stock (smooth). Both printing facilities are aware of the need to meet state of Illinois statutes to use recycled paper and soy-based inks when possible.

Printing of these items by outside vendors is not allowed. Letterhead, envelopes and business cards may NOT be printed on color copiers or color printers. P-Card regulations restrict using the card to purchase business cards, letterhead, envelopes and other customized printing from other printing centers.

A PDF of a clinical department's current letterhead to be used **only** for sending out letters via fax or email can be requested. This PDF should **not** be used for normal correspondence as described above as those letters should continue to be prepared and sent on bond paper. The PDF letterhead will come with a Fast Fax (or alternative) headline at the top and should not be redesigned or transformed into any other kind of correspondence. The request for this PDF should be made to Clinical Marketing for approval and forwarded to Public Affairs to be processed. Note -- Standard FAX cover sheets also are available for use and can be downloaded as Word documents from the SIU intranet site (SIU network access only).

A modified version of the letterhead has been developed for letters from the EMDAT system. The modification allows for the letter to be placed in a window envelope.

Specific standards and examples of two versions of stationery – SIU School of Medicine and SIU HealthCare – are posted at www.siumed.edu/logo.

Web Sites: The SIU School of Medicine logo and name must appear on all public departmental or unit web pages, and the logo must link back to the School's main web page. This provides the overall identity for the page and ties it back to the School's web page. Old logos and secondary logos should not be used.

Web page templates have been developed for use by departments and units in revising their web pages to incorporate the new logo and conform to University web policies. All public pages must use a School of Medicine template – www.siumed.edu/common/templates/. Any new pages should be created using a template and existing pages should incorporate the new template by June 2010. Intranet or course pages may feature the templates, but are not required to do so. Questions regarding web usages for the School of Medicine can be directed to the Web Development Committee, WebDev@siumed.edu. Standards for web use are available online at www.siumed.edu/common/templates/.

Web use requires different files in order for logos to be effectively displayed. Logos used on web sites are for web use only and should not be downloaded for other uses because their resolution is low and the format is not correct for printed use.

For logo placement on non-SIU Web pages, see **Sponsorships**.

Appendix B – Detailed Stationery Specifications

All stationery materials – letterhead, envelopes and business cards – must be printed by Printing and Graphic Services in Springfield or the SIUC Printing and Duplicating Services. Examples of the stationery materials are posted online at www.siumed.edu/logo.

Letterhead for SIU School of Medicine has the logo centered at the top of the page. Ink color for the letterhead is green PMS 568.

Other information appears centered at the bottom of the page. Items at the bottom of the page are separated by vertical spacers and are center justified. No periods are used in the letterhead format (e.g., street address and degrees).

First line (bold)

- Department name
- Division name (if applicable)

Second line

- Southern Illinois University School of Medicine
- Street address (if applicable)
- City and state with street zip code (if applicable)

Third line

- PO box number
- City and state with mailing zip code

Fourth line

- Phone number
- Fax number
- Department or division web address; use the School's web address as backup (bold).

Letterhead for SIU HealthCare uses the HealthCare version of the logo with a hairline between the logo and the tagline. Design standards for the School of Medicine logo also apply to the SIU HealthCare version. A list of members of the department may be placed on the left hand side of the page, with the names right justified within the column. Titles are in italic type. Program or division names are printed in boldface type.

Envelopes for SIU School of Medicine have the logo printed on the upper left corner. Mailing information is printed beneath the logo. Items on the second line are separated by vertical spacers. All lines are left justified under the SIU logo graphic symbol. Ink color for envelopes is green PMS 568.

First line

- Department, division or unit name (italic type)

Second line

- SIU School of Medicine
- PO box number
- City and state with mailing zip code

Envelopes for SIU HealthCare use the HealthCare version of the logo with the tagline underneath. The logo and tagline are printed in green. The department, division or clinic name is on the first line of text. The last line uses the same items as the last line of the School's version.

Business cards for SIU School of Medicine are printed horizontally. The logo is centered at the top of the card in green. An individual's information appears in two sections. A green hairline separates the top section from the bottom section.

Top Section

First line (green)

- Individual's name and degree(s) (bold)

Second line (black)

- Rank and title (italics)
- SIU email address

Bottom section

First line (green; italics)

- Department or unit name

Second line (black)

- Southern Illinois University School of Medicine

Third line (black)

- Street address
- PO box number
- City and state with mailing zip code

Fourth line (black)

- Office phone number
- Fax number
- Pager number

Fifth line (black)

- Home phone number
- Department or division web address (bold)
(Use the School's web address as a backup.)

All elements on the business card are separated by green vertical spacers. No periods are used in the business card format (e.g., street address or degrees). All items on the business card are center justified.

Business cards for SIU HealthCare follow the same format but use the HealthCare version of the logo with the hairline and tagline under the logo.

Business cards that must contain a lot of text have formatting requirements that are adjusted. Samples of copy-heavy business cards can be found at www.siumed.edu/logo.

Appendix C – Mini Standards/Vendor Information

The logo for SIU School of Medicine is part of the official Southern Illinois University Carbondale (SIUC) logo family. The identity standards for the School must be adhered to by individuals, departments and units officially related to the medical school and vendors who provide materials using the logo. The logo should appear on all School communications and should be reproduced correctly and only from authorized electronic files.

The complete logo is made up of two parts – a graphic symbol of a stylized snake and the initials “SIU” – followed by the words “School of Medicine.” The logo version used by the School’s practice group is composed of the same graphic symbol followed by the word “HealthCare” with the tagline “Exceptional Medicine. Partners in Care.” Both follow the same graphic standards. **No previous version of the School or Physicians & Surgeons logo is to be used. No other logo is to be created for use by any SIU School of Medicine or SIU HealthCare department or unit. No unauthorized logo adopted by a department or unit is to be used.**

When the logo is reduced or enlarged, it must be treated as a unit so that all elements are resized proportionately. It is important that the area immediately surrounding the logo be free of type or design images, so that nothing competes or detracts from it. The logo must not be hand drawn, scanned or modified in any way or be reproduced with any other typeface.

The size of the logo is determined by the size of the graphic symbol; the minimum size is ½ inch from the left to the right sides of the symbol. The graphic symbol may appear without the type “School of Medicine” or “HealthCare” only in a few merchandising, PowerPoint and web applications. If the graphic symbol is used without type for the few acceptable applications, the minimum size is ¾ inch across.

CONTACT -- Complete logo and identity standards are available and posted on-line at www.siumed.edu/logo. Information is available from Public Affairs in Springfield, 217-545-2155 or logo@siumed.edu. Only Public Affairs is authorized to give out the logo files.

Logo Specs – The horizontal version of the logo is preferred. The School or SIU HealthCare logos are either all green (preferred) or all black; they can be reversed on black or another color. PMS 568 Green is used for 2-color projects; process 568 is used for 4-color. The CMYK equivalent of Pantone 568 is C = 88, M = 0, Y = 57 and K = 36. The RGB equivalent of Pantone 568 is R = 0, G = 125 and B = 104.

Brochures – Use the horizontal version of the logo on a front cover at the bottom of the front panel (preferred location); print in black and white, green, or reversed on color cover or color block. When placement on the front cover is not possible, the logo must appear prominently on the back cover. The logo is not a design element, but rather used once as a “signature” on a brochure.

PowerPoint slides – PowerPoint presentations should start with the main slide, showing the School or SIU HealthCare complete logo, and continue with individual slides with a small version of the graphic symbol portion of the logo in the lower right-hand corner. For PowerPoint slides, the background is 7.5 x 10 inches. The RGB color is R = 0, G = 125 and B = 104.

Clothing – The horizontal logo is used with the department name beneath, centered or flush left with the outside of the window, in sans serif type. The thread color is FuFu 255 or ARC 125.

Promotion – There are standards for print advertisements. Contact Public Affairs at 217-545-2155 or go to www.siumed.edu/logo for details. SIU HealthCare has developed a template for display ads. Non-clinical departments may use the template if they wish.

All ads, specialty items, tee-shirts and projects with custom printing for any School of Medicine department or unit or for SIU HealthCare must be approved by Public Affairs before they are ordered. PDF files should be submitted to Public Affairs for logo placement or approval. Please allow two business days for a response. Once approved, Public Affairs will send the logo file directly to the off-campus printer or vendor. Each design will be checked for correct use of identity and logo while also making sure items present an appropriate image.

Appendix D – Other University Marks

The SIU Seal

The Southern Illinois University Seal represents activities of the SIU System and is used by both SIU Edwardsville and SIU Carbondale. It features Old Main, one of the original buildings on SIUC's campus that was destroyed by fire in 1970, and the Latin words *Deo Volente*, which translates "God willing."

The Seal is used for formal documents such as diplomas and commencement materials and for materials from the Office of the President. Use on merchandise requires approval through Collegiate Licensing and approval by SIUC University Communications.

SIUC Logo (Wordmark)

Adopted in 2005, the SIUC logo is a stylized depiction of SIUC's Pulliam Hall clock tower. The window around the tower reflects the architectural style of many windows used in some of SIUC's earliest buildings. This mark is used to represent all programs, including any University-related organizations, except those affiliated with the SIU School of Law and SIU School of Medicine, including SIU HealthCare.

Athletics uses a separate identifier to advance SIUC sports teams. Athletics departments at universities historically use sports logos that incorporate mascots and school colors.

SIUC Lettermark

The lettermark is composed of just the letters "SIUC" but in a stylized fashion. It is used when use of the SIUC Pulliam Hall logo is impractical, either due to the size or type of material on which it appears. In the past, the University has allowed the use of just the letters "SIUC." But by using just the letters "SIUC" there is no opportunity for creative communications.

The SIUC lettermark can NOT be used with any other words including the name of a department, center or unit. It must stand alone to represent the entire campus. It can, however, be used in conjunction with the SIUC logo or campus identifier. Additional details are available on the SIUC Visual Identity Guidelines web site – www.logo.siuc.edu.

SIUE Wordmark

The SIUE wordmark consists of a stylized version of the word "Edwardsville" with "Southern Illinois University" in smaller type centered above it. The wordmark is red or black. Additional information about the SIUE wordmark is available from Marketing and Communications at www.siue.edu/marketingandcommunications/

The Office of Public Affairs can facilitate acquiring these logos, if they are needed.