University Hospital

A proud member of UofL Health Care

Graphic Identity and Standards Guide

Hospital Logos

Hospital Colors

University Hospital

A proud member of UofL Health Care

University Hospital

A proud member of UofL Health Care

One-color logo (black)

University Hospital

A proud member of UofL Health Care

Logo reversed (white)

University Hospital

A proud member of UofL Health Care

Logo reversed (white) from PMS 1797 red

University Hospital

A proud member of UofL Health Care

One-color logo (black) on PMS 1797 red

Appropriate Use of the One-Color Logos

- The University Hospital and the UofL Health Care association one-color logos may be used in black, or in four-color process black match. The logos also can be reversed (white) out of a color field (one-color black, four-color process black match, PMS 1797 red, or the four-color process match of these colors.)
- Do not apply any other colors to the logos mark or name (font) other than indicated in this guide.

University Hospital
A proud member of UofL Health Care

Two-color logo/four-color process logo

University Hospital
A proud member of UofL Health Care

Two-color logo reversed out (using PMS 1797 red, and white reversed out of four-color process black)

Appropriate Use of the Two-Color Logos

- The University Hospital and the two-color UofL Health Care association logo may be used as well. The UL mark indicated as PMS 1797 red.
- The logos can be reversed (white) out of a color field (one-color black or four-color process black match) as indicated to the left.
- The logo is provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained from Hospital Communications, (502) 562-5988.
- Do not "stretch" or otherwise change the proportions of the logos or logo mark or the size relationship of any part of the logo.
- Any other use of this logo other than what is specified in this manual MUST BE REVIEWED AND APPROVED BY THE MARKETING AND COMMUNICATIONS DEPARTMENT OF THE HOSPITAL.

Applications

- Use the hospital logo on all publications, brochures, posters, advertisements, correspondence, specialty items such as t-shirts, mugs or promotional items, mailing panels and envelopes used to communicate on behalf of University Hospital.

Clear space minimum requirements

University Hospital
A proud member of UofL Health Care

Minimum height reproduction: .50"
Minimum width reproduction: 2.42"

Arrangement and Use

The University Hospital logo combines the name of the hospital, set in **ITC Giovanni**, with the UofL Health Care association logo. The UofL Health Care association logo is the primary graphic identity symbol of the larger academic organization and should be used on all forms of communication were the University Hospital logo is used.

- This is the correct version of the University Hospital hospital logo and the UoL Health Care association logo. The elements are provided as a lockup graphic and should not be separated unless pre-approved by University Hospital's Marketing and Communications Department.
- Clear space minimum requirements = 1x the height of the main body. Clear space requirements must be observed at any reproduction size. (See sample above.)
- Hospital logo should not be used any smaller than 2.42 inches in width and .50 inches in height. (See sample on left.)
- Do not typeset any other words appearing on publication covers in the hospital logo font. This will diminish the impact of the hospital's hospital logo.
- Do not typeset the hospital logo yourself. All hospital logos are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained through University Hospital's Marketing and Communications Department, (502) 562-5988.
- The hospital logo may only appear in the correct presentation as set forth in this guide utilizing PMS 1797 red, black, or four-color process of these colors, or in black and white only. Do not reproduce the hospital logo in any other color.
- The hospital logo may also be knocked out of PMS 1797 red or black. Do not set the white (reverse) version of the hospital logo against any color but those indicated in this guide, unless otherwise approved by the hospital's Marketing and Communications Department. Do not reverse the logo from any textured or pictorial background.

University Hospital

A proud member of UofL Health Care

University Hospital

A proud member of UofL Health Care

One-color logo (black)

Appropriate Use of the Logos (Version 2) with Red Bar in One-Color, Two-Color and Four-Color Process.

- The University Hospital two-color logo may be used in black, PMS 1797 red or in four-color process match of these colors.
- The logo may also be used in black or four-color process match of black.

  Do not apply any other colors to the logo mark or name (font) other than indicated in this guide.
- The logo is provided as fully scalable eps vector art, compatible with both PCs and Macs. Files can be obtained from the hospital's Marketing and Communications Department, (502) 562-5988.
- Do not reproduce the hospital logo or logo mark as a stand-alone graphic any smaller than 2.42" in height.
- Do not "stretch" or otherwise change the proportions of the logos or logo mark or the size relationship of any part of the logo.
- Any other use of this logo other than what is specified in this manual MUST BE REVIEWED AND APPROVED BY THE MARKETING AND COMMUNICATIONS DEPARTMENT OF THE HOSPITAL.

Clear space minimum requirements

University Hospital

A proud member of UofL Health Care

Minimum height reproduction: .75"
Minimum width reproduction: 2.42"

Arrangement and Use

The University Hospital logo combines the name of the hospital, set in **ITC Giovanni**, with the UofL Health Care association logo. The UofL Health Care association logo is the primary graphic identity symbol of the larger academic organization and should be used on all forms of communication were the University Hospital logo is used.

- This is the correct version of the University Hospital hospital logo and the UoL Health Care association logo. The elements are provided as a lockup graphic and should not be separated unless pre-approved by University Hospital's Marketing and Communications Department.
- Clear space minimum requirements = 1x the height of the main body. Clear space requirements must be observed at any reproduction size. (See sample above.)
- Hospital logo should not be used any smaller than 2.42 inches in width and .75 inches in height. (See sample on left.)
- Do not typeset any other words appearing on publication covers in the hospital logo font. This will diminish the impact of the hospital's hospital logo.
- Do not typeset the hospital logo yourself. All hospital logos are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained through University Hospital's Marketing and Communications Department, (502) 562-5988.
- The hospital logo may only appear in the correct presentation as set forth in this guide utilizing PMS 1797 red, black, or four-color process of these colors, or in black and white only. Do not reproduce the hospital logo in any other color.

Applications

- Use the hospital logo on all publications, brochures, posters, advertisements, correspondence, specialty items such as t-shirts, mugs or promotional items, mailing panels and envelopes used to communicate on behalf of University Hospital.

University Hospital
Digestive Health Center
A proud member of UofL Health Care

Two-color logo (black)

University Hospital
Digestive Health Center
A proud member of UofL Health Care

One-color logo (black)

Appropriate Use of the Logos (Version 2) with Bar in One-Color, Two-Color and Four-Color Process.

- Only version 2 of the hospital logo can be used with service lines of the hospital .
- The service line's official name must appear in the red bar or black bar depending on one or two-color use as seen to the left.
- The elements of service line logos are provided as a lockup graphic and should not be separated unless pre-approved by University Hospital's Marketing and Communications Department. For additional questions, contact University Hospital's Marketing and Communications Department at (502) 562-5988.
- Clear space minimum requirements = 1x the height of the main body. Clear space requirements must be observed at any reproduction size. (See sample on page 5).
- Hospital logo should not be used any smaller than 2.42 inches in width and .75 inches in height. (See sample on page 4).
- Do not typeset any other words appearing on publication covers in the hospital logo font. This will diminish the impact of the hospital's hospital logo.
- Do not typeset the hospital logo yourself. All hospital logos and service line logogs are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained through University Hospital's Marketing and Communications Department, (502) 562-5988.
- All University Hospital service line logos can only appear in the correct presentation as set forth in this guide utilizing PMS 1797 red, black, or four-color process of these colors, or in black and white only. Do not reproduce the hospital logo in any other color.

University of Louisville Hospital

A proud member of UofL Health Care

Two-color logo (black and PMS 1797 red)

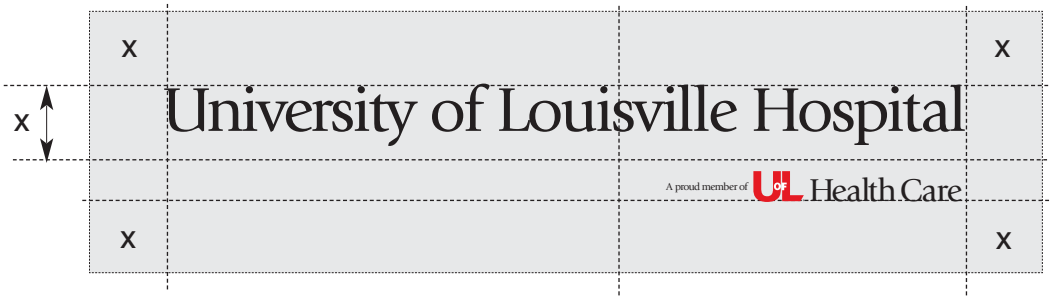
University of Louisville Hospital

A proud member of UofL Health Care

One-color logo (black)

Appropriate Use of the Logos (Version 1-N), Two-Color and Four-Color Process for national use.

- Version 1-N of the hospital logo can be used for national purposes.
- The elements of this logo are provided as a lockup graphic and should not be separated unless pre-approved by University Hospital's Marketing and Communications Department. For additional questions, contact University Hospital's Marketing and Communications Department at (502) 562-5988.
- Clear space minimum requirements = 1x the height of the main body. Clear space requirements must be observed at any reproduction size. (See sample above on page 4.)
- Hospital logo should not be used any smaller than 3.5 inches in width and .45 inches in height. (See sample on page 4.)
- Do not typeset any other words appearing on publication covers in the hospital logo font. This will diminish the impact of the hospital's hospital logo.
- Do not typeset the hospital logo yourself. All hospital logos and service line logogs are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained through University Hospital's Marketing and Communications Department, (502) 562-5988.
- All national University of Louisville Hospital logos can only appear in the correct presentation as set forth in this guide utilizing PMS 1797 red, black, or four-color process of these colors, or in black and white only. Do not reproduce the hospital logo in any other color.



Clear space minimum requirements

University of Louisville Hospital

A proud member of UofL Health Care

Minimum height reproduction: .45"
Minimum width reproduction: 3.5"

Appropriate Use of the Logos (Version 1-N), Two-Color and Four-Color Process for national use.

- Version 1-N of the hospital logo can be used for national purposes.
- The elements of this logo are provided as a lockup graphic and should not be separated unless pre-approved by University Hospital's Marketing and Communications Department. For additional questions, contact University Hospital's Marketing and Communications Department at (502) 562-5988.
- Clear space minimum requirements = 1x the height of the main body. Clear space requirements must be observed at any reproduction size. (See sample above)
- Hospital logo should not be used any smaller than 3.5 inches in width and .45 inches in height. (See sample on left)
- Do not typeset any other words appearing on publication covers in the hospital logo font. This will diminish the impact of the hospital's hospital logo.
- Do not typeset the hospital logo yourself. All hospital logos and service line logogs are provided as fully scalable eps vector art, compatible with both PCs and Macs. Electronic files can be obtained through University Hospital's Marketing and Communications Department, (502) 562-5988.
- All national University of Louisville Hospital logos can only appear in the correct presentation as set forth in this guide utilizing PMS 1797 red, black, or four-color process of these colors, or in black and white only. Do not reproduce the hospital logo in any other color.

Official University Hospital Logo Colors

University Hospital Logo Colors with Offset Printing
Black and PMS 1797 red are the colors used on all University Hospital and UofL Health Care logos.

University Hospital Logo Colors with Four-Color Process Printing
When printing on white paper in the four-color process, which uses percentages of CMYK to build colors, please use the following breakdowns:
PMS 1797 Red: C = 15 M = 98 Y = 93 K = 4
Black: C = 75 M = 68 Y = 65 K = 95

Black

Pantone 1797

CMYK	CMYK
C = 75%	C = 15%
M = 68%	M = 98%
Y = 65%	Y = 93%
K = 95%	K = 4%

Hospital Resources for Communications Projects:

Advertising and Publications

Please contact University Hospital's Marketing and Communications Department at (502) 562-4025 for information.

Media Relations

Please call Media Relations at (502) 562-8022 for information.

uoflhealthcare.org Web Administrator

Please call (502) 562-5988.