

Brand Identity & **Visual Standards**

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INTRODUCTION

More than just a logo, colors or tagline, the University of Louisville brand represents the core of who we are — from what it feels like to be a part of the Cardinal family to the interactions that our faculty and staff have with students, families, fans and supporters. We are one university and, as such, we have one brand consisting of many supporting parts.

The School of Medicine (SOM) is a large entity within the university. Though we abide by the university's policies, we aim to create an identity specifically for the School of Medicine that amplifies our mission and integrates our units.

WHY IS BRAND IDENTITY IMPORTANT?

A visual identity employs the use of logos, typefaces and colors to form a clearly recognizable image for an institution. These elements work in concert to uphold the core values of the institution's brand. A brand policy is necessary for organizations as large and diverse as the School of Medicine to ensure we are visually communicating to our core audiences in a uniform fashion.

A successful visual identity program helps SOM develop strong name recognition by defining a look and feel for all materials that audiences instantly identify with UofL. This does not mean all materials must look identical. It does mean that they must all clearly belong to the same visual family, with core elements used consistently.

The ultimate goal, with each opportunity, is to make our university look the best it can at all times.

Through a reliable brand identity program, SOM can project a strong, unified and professional image to all audiences even though communications are coming from different units within SOM. Following this policy officially identifies your unit as part of SOM, increasing brand recognition with your audience and making it more likely your message will be received and remembered.

WHAT MATERIALS DOES THE BRAND IDENTITY POLICY APPLY?

The policy applies to all brochures, publications, periodicals, websites and any other type of marketing materials produced by the university or partner agencies for external audiences. The visual identity platform of the university must not be used to promote private businesses or for individual purposes.

Materials governed by the policy include, but are not limited to:

- Publications used for recruitment
- Viewbooks or annual reports
- Publications for alumni and donors
- School of Medicine websites
- Program information
- Periodical magazines or newsletters
- Video
- Social media profiles
- Stationery and business cards
- Banners and posters
- Campus signage
- Mobile apps (native, hybrid, etc.)

USE OF INTELLECTUAL PROPERTY

All UofL entities, whether implicitly adherent to this brand policy or those who have been explicitly granted exemption, are still bound by copyright and licensing regulations when employing official logos or marks on all forms of advertising, marketing, promotion and merchandise.

QUESTIONS

If you have any questions regarding adherence or use of intellectual property, contact the School of Medicine Marketing & Communications Office by email at medcomms@louisville.edu

COLOR

Our brand palette evokes our personality. In 1913, A&S Dean (and eventual UofL President) John Patterson's wife Ellen suggested that the university adopt cardinal and black as the official school colors. Since then, we have been the Fighting Cardinals and our brand has been inextricably linked to these bold colors.

PRIMARY PALETTE

Nothing says “UofL” quite like Cardinal Red. Our primary colors are the bedrock of our brand. As such it is imperative that these colors be present and prominent in all communications. Reproduction of our brand palette must be consistent across all platforms and materials.

Because our primary palette is high in contrast and bold in spirit, use of each must be judicious. Please refer to the color distribution chart below for advice on how to employ our brand colors effectively.

CARDINAL RED*



PMS	1797
CMYK	0 / 100 / 99 / 4
RGB	173 / 0 / 0
HEX	AD0000

BLACK



PMS	BLACK
CMYK	40 / 30 / 30 / 100
RGB	0 / 0 / 0
HEX	000000

WHITE



PMS	WHITE
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	FFFFFF



NOTE: Our CMYK, RGB and hexadecimal values are not direct translations of our PANTONE colors.

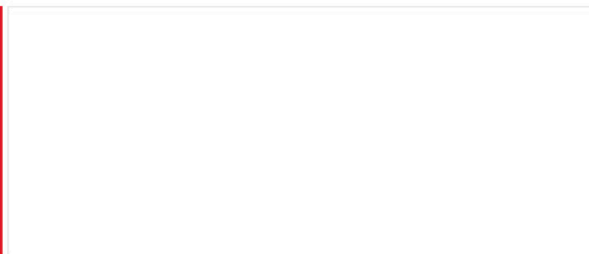
*Use PMS/CMYK for print materials. Use RGB/HEX for digital and web materials. For Microsoft Office applications, use RGB code 227/27/35 for print materials

COLOR DISTRIBUTION

Below is a general suggestion for the distribution of colors within the UofL palettes for any given design. Emphasis is placed on white space, followed by our primary brand colors. Secondary colors should be used as accents and therefore not dominate a design.



30%
PRIMARY



60%
WHITESPACE



10%
ACCENT


SECONDARY PALETTE

Our secondary palette is divided into two families: historic and vibrant. When considering using accent colors, please remember that these should always serve in a supplementary role, never as the dominant color focus of an application.


HISTORIC ACCENTS

These colors have a classic academic quality and complement the primary palette.


BRANDEIS ASH

	PMS	7543 C
	CMYK	49 / 31 / 33 / 0
	RGB	139 / 157 / 161
	HEX	8B9DA1


PATTERSON RED

	PMS	187 C
	CMYK	0 / 97 / 80 / 42
	RGB	154 / 18 / 32
	HEX	9A1220


SWAIN TOBACCO

	PMS	7531 C
	CMYK	40 / 42 / 63 / 30
	RGB	122 / 108 / 83
	HEX	7A6C53


STRONG BRONZE

	PMS	117 C
	CMYK	0 / 31 / 87 / 23
	RGB	202 / 148 / 47
	HEX	CA942F

JEFFERSON PARCHMENT

	PMS	7402 C
	CMYK	0 / 4 / 49 / 18
	RGB	217 / 201 / 130
	HEX	D9C982


PARKWAY FIELD LAUREL

	PMS	5787 C
	CMYK	34 / 0 / 54 / 14
	RGB	152 / 189 / 131
	HEX	98BD83


VIBRANT ACCENTS

These colors are more energetic and should be used as accents when tonally appropriate.

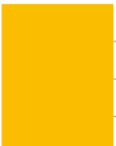
LOYALTY

	PMS	3025 C
	CMYK	100 / 18 / 0 / 60
	RGB	0 / 78 / 116
	HEX	004E74


PROGRESS

	PMS	7466 C
	CMYK	79 / 0 / 42 / 9
	RGB	0 / 168 / 157
	HEX	00A89D

COURAGE

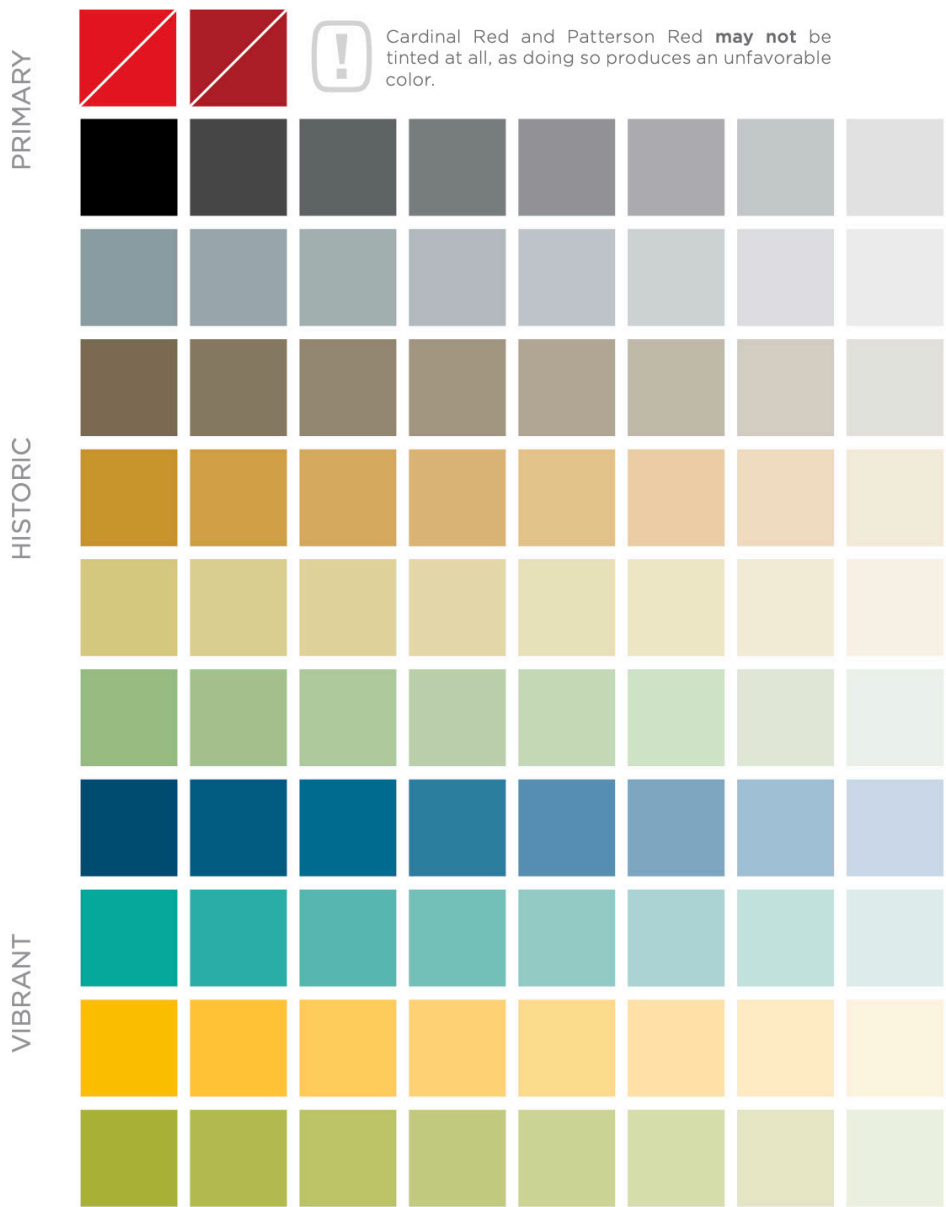
	PMS	7548 C
	CMYK	0 / 27 / 100 / 0
	RGB	254 / 190 / 16
	HEX	FEBE10

INNOVATION

	PMS	7745 C
	CMYK	20 / 0 / 87 / 23
	RGB	170 / 180 / 58
	HEX	AAB43A

COLOR APPLICATION

While the UofL palette is rich in saturation, often it is inappropriate to use it at full strength as the colors may dominate or overpower. Particularly useful in on-screen applications (web, mobile, presentations, etc.), our primary colors—excluding Cardinal Red and Patterson Red—and all secondary accent colors may be tinted to any strength.



TYPOGRAPHY

The typography of our brand acts as the voice of the institution. On the field or in the classrooms and labs, our typographic choices must match the personality and spirit of what it means to be a Cardinal. Just as the Cardinal spirit means many things to many people, our typography reflects a variety of attributes and tones.

TYPOGRAPHY OVERVIEW

Since the early 1980s, our type palette has been a mix of modern and classical. Our original typefaces were the Swiss Helvetica and roman serif Caslon 540. As we continue to extend the UofL brand from decade to decade, we strive to keep this balance between classical and modern, selecting typefaces that not only reflect the evolving spirit of the institution, but also choosing ones that work in a variety of implementations (print, digital, broadcast, apparel, etc.).

FOUNDATIONAL

Our typographic platform consists of three tiers. The primary typefaces express our core brand attributes and have the widest usage applications.

Foundational Typefaces

- Gotham
- Mercury Text (for body copy) & Mercury Display (for headlines)

ACCENT

Our secondary typefaces play a complementary role, rounding out the foundational palette and providing extensibility to our marketing and advertising endeavors.

Accent Typeface

- Knockout (headlines only)

STANDARD

The final tier is the standard typeface. This typeface is to be used while using Microsoft Office applications like Word, Powerpoint, and Outlook.

Standard Typeface

- Calibri

If your unit does not have access to these typefaces, contact the School of Medicine Marketing & Communications Office at medcomms@louisville.edu for support in creating your material.

GOTHAM

Gotham is the typographic heart of the UofL brand. It is strong and modern, yet familiar and friendly. Unassuming and progressive, Gotham's honest tone and versatile nature makes it the perfect typeface for our brand.

tone	APPLICATION	VARIANTS	PURCHASE
Approachable, friendly, classic	Headlines, body copy, general all- purpose use	Regular, Narrow, Extra Narrow, Condensed	Gotham Family <small>.....</small>

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	GOTHAM BLACK

The wide range of weights and styles available in the Gotham family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Gotham may be used.

MERCURY

Mercury is our serified workhorse. It is classic in nature, but with a dynamic personality. Mercury's flexibility both as a text face and display face makes it indispensable within our typographic brand palette.

tone	application	variants	purchase
Academic (yet modern), stately, refined	Body copy, headlines, general all-purpose use	Display, Text	Mercury Text Mercury Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
SEMIBOLD
ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MERCURY
BOLD
ITALIC

The wide range of weights and styles available in the Mercury family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Mercury may be used.

KNOCKOUT

Knockout is a modern sans serif font originally designed for 19th century posters. Within our type palette it is limited to headlines and subheadings, executed in all-caps only. It should not to be used for body copy.

tone	APPLICATION	VARIANTS	PURCHASE
Strong, timeless, confident	Headlines only. All caps (no lowercase).	32 widths	Knockout www.typecase.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 26

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 27

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 28

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 66

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 67

ABCDEFGHIJKLMNOPQRSTUVWXYZ

KNOCKOUT
NO. 68

The wide range of widths available in the Knockout family lends versatility and adaptability to a variety of messaging needs. Any weight/version of Knockout may be used, but only in all-caps and in headline applications.

LOGOS

Our logo is our face to the public. It represents us at the highest level as a source of identification, a marker of legitimacy and a point of pride. It is crucial to our brand and should always be reproduced with the highest quality and consistency.

The School of Medicine's official logo is the University of Louisville School of Medicine graphic signature.

An official logo should be used on all SOM marketing communications, including printed pieces, visual presentations, advertising and any other materials that represent SOM to external audiences. It should appear on the front or back cover of all printed communications unless an exception has been granted by the university's Office of Communications and Marketing.

GENERAL APPLICATION GUIDELINES

To maintain a high level of quality and consistency across a variety of applications, the following guidelines must be followed when applying the logo:

ALTERATION

Logos should not be altered. Department or Division names should not be added to create an approximate logo. Department or Division names can be added in an opposing mark. Contact the School of Medicine Marketing & Communications Office at medcomms@louisville.edu with questions.

QUALITY

Our logo should be reproduced from an original vector-based file whenever possible.

COLOR

Printed applications should use the CMYK color space version of the marks, while web or screen-based applications (video, presentations, mobile, etc.) should use the RGB color space with hexadecimal or rgba values.

PLACEMENT

No version of the mark may be used to replace the words "University of Louisville" or "UofL" in a sentence or headline. They should be used only as stand-alone design elements.

APPROXIMATION

No design element should approximate our mascot (cardinal bird) or primary logo, either serving in the capacity of ad hoc logo or as a decorative symbol. Creating illustrations of birds or using photographs of cardinal birds degrades the university's mascot instead of supporting it, reducing pride and recognition in the process.

PRIMARY LOGO

The Primary Logo is the main mark for the University of Louisville School of Medicine. This mark should be used for anything public facing or if space is not restricted.

GENERAL USAGE GUIDELINES

Various color combination examples are shown below. In order to maximize brand impact, full-color is preferred when possible. At all times, it is imperative that the logo be clear and visible. On darker backgrounds, using the all-white version is often the safest.

The UofL SoM logo should never be recreated or typeset. Official logo files should be used in all communications. Files can be downloaded from the SOM Marketing/Comms shared Box folder. Any printed materials or merchandise that include our primary logo or signature must be produced by vendors specifically licensed to reproduce our trademarks. For more information contact medcomms@louisville.edu.

PRIMARY LOGO



ALTERNATE STYLE LOGO

GENERAL USAGE GUIDELINES

Alternate style sub-brand marks extend the university's identity while also adapting to specific design constraints. It is best employed in situations (e.g. billboards, website headers, etc) where a more strict horizontal orientation is required, as it increases the legibility of the sub-brand identifier's name substantially at smaller sizes.

Color combination examples (some of which are shown below) follow the same setup as the Primary Logo. In order to maximize brand impact, full-color is preferred when possible. At all times, it is imperative the logo be clear and visible. On darker backgrounds, using the all-white version is often the safest.

The UofL SoM logo should never be recreated or typeset. Official logo files should be used in all communications. Files can be downloaded from the SOM Marketing/Comms shared Box folder. Any printed materials or merchandise that include our primary logo or signature must be produced by vendors specifically licensed to reproduce our trademarks. For more information contact medcomms@louisville.edu.

ALTERNATE STYLE



DESIGN ELEMENTS

The design elements utilized in our marketing and advertising efforts provide the visual foundation that supports the message. Therefore, the layout must never dominate the design, but rather play a supporting role. We aim for clarity and simplicity, and discourage over-decoration that is distracting.

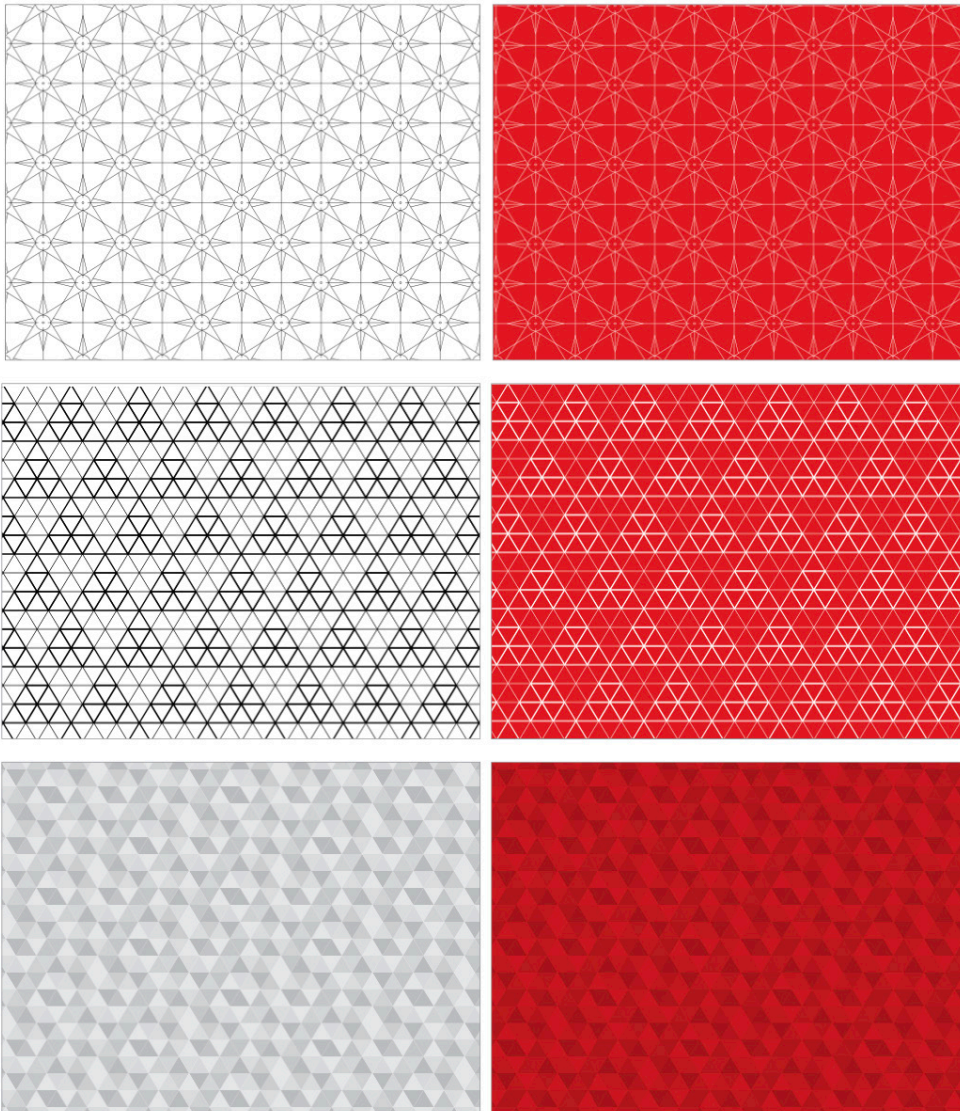
For assistance with designing materials, contact the School of Medicine Marketing & Communications Office at medcomms@louisville.edu

PATTERNS

Below are three brand pattern options that may be used to add versatility and interest. The designs are rooted in history, drawing inspiration from the compass rose on the interior apex of Grawemeyer Hall, as well as the glass pattern on the exterior of the Student Activities Center Clock Tower.

Patterns should always be complementary within a design system, and never the primary focus of printed or digital collateral.

These patterns may be used at a variety of scale, opacity, transparency and color within our brand palette.



DIGITAL USAGE

Digital applications are where our brand comes to life, where our audiences encounter what we're all about. Whether we're creating online experiences that encourage learning, sharing, swiping and interacting, or simply communicating through a digital platform, we must do so in a consistent and mindful way.

SOCIAL MEDIA

The School of Medicine Marketing & Communications Office operates institutional accounts on social media sites for distributing content (including text, images and/or videos) about SOM and/or to provide a communication channel by which audiences may contact SOM. SOM has official social media accounts on the following platforms: Facebook, Twitter, and LinkedIn.

This document does not affect other UofL policies that may apply to use of social media, including, but not limited to, harassment policy, computer use policy, workplace violence policy, university web policy. If your use of social media violates any of the institution's policies in another forum, it will also violate them in an online forum.

GENERAL GUIDELINES

SOM-affiliated social media pages, including units, departments, offices, Registered Student Organizations, etc., should try to adhere to SOM's policies and guidelines. SOM social posts are open to sharing by any affiliated page, and the University of Louisville School of Medicine reserves the right to share from any affiliated page and will tag the responsible parties as appropriate. Before starting a social media site for your unit, department, or organization, you must get approval from a supervisor or director first. Only UofL employees authorized by their department or unit may be an administrator for university social media websites.

UofL uses a profanity filter to automatically hide comments that include profanity, and we encourage SOM-affiliated sites to do the same. Users are responsible for what they post on our site and may be held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene as defined by the courts.

Any social media site that relates to or uses the SOM name must be public. Any social media page that is made private is considered a personal page and may not use the SOM name. A private page is available only to users who have permission to access content.

Negative comments from employees about SOM on social media sites can adversely impact the university's image. If there are concerns about SOM, these concerns should be documented internally so that they can be considered and addressed as appropriate. Employees may contact the compliance office at 502-852-8305.

For content/event promotion consideration on any official SOM social page, email medcomms@louisville.edu.

For content/event promotion consideration on any official UofL social page, email social@louisville.edu.

For the social media policy specifically pertaining to patient confidentiality and proprietary information at UofL Physicians or UMC, visit:
<https://uoflphysicians.com/wp-content/uploads/2019/11/UofL-Physicians-Code-of-Conduct.pdf>

USER GUIDELINES

By interacting with or using any SOM digital web property, you agree to the following terms of use:

- Students, faculty, and staff must adhere to the brand standards on online platforms
- All accounts must use the profile pictures produced by the SOM Marketing & Communications Office effective immediately
- All pages must list the full name of their department in the bio section along with a link to the department's .edu page. #UofLSOM must be posted in the bio
- All posts must tag/link SOM's main page on the platform
- Stock photos will be provided via the SoM Marketing/Comms shared Box folder for routine posts such as, but not limited to: Faculty News, Student Spotlight, Congrats!, Alumni News, Community News, etc.
- You are prohibited from using any SOM Social Web Property to provide medical advice or medical commentary by non-UofL faculty or staff, or to use any SOM Social Web Property to make, recommend or increase referrals to physicians who are not affiliated with UofL
- You may not provide any content to a SOM Social Web Property that contains any product or service endorsements, or any content that may be construed as political lobbying, solicitations or contributions, or use a SOM Social Web Property to link to any sites of political candidates or parties, or use a SOM Social Web Property to discuss political campaigns or issues, or use a SOM Social Web Property for taking a position on any legislation or law

Please see also the [UofL OCM Social Media Policies and Guidelines](#) for additional information.

EMAIL SIGNATURE

All SOM staff are provided a [name]@louisville.edu email and an established Outlook Exchange account for accessing emails and calendars. Through the Outlook Exchange Options, staff are able to customize signatures and responses. See the document titled “Email Signature Policy” in SOM Marketing/Comms shared Box folder for detailed instructions and a copy and paste version of the email signature. Please consult with your manager if assistance is needed.

SIGNATURE CUSTOMIZATION

In an effort to standardize the SOM brand image across all departments and staff, all email signatures should be customized according to the following parameters:

- Line 1: Red (RGB 173/0/0), Calibri (body) 11pt. font, Name in Bold
First Name Last Name | Employment Title
- Line 2: Gray (RGB 139/157/161, Calibri (body) 11pt. font
Department OR Division
- Line 3: Gray (RGB 139/157/161, Calibri (body) 11pt. font
University of Louisville School of Medicine
- Line 4: Gray (RGB 139/157/161, Calibri (body) 11pt. font
P: 502-852-xxxx | F: 502-852-xxxx | W: xxxx
- Line 5: Blank
- Line 6: Insert SOM alternate full color logo

Email signatures should follow one of the two formats below depending on if the staff member has a university phone number:

Name | Employment Title
Department or Division
University of Louisville School of Medicine
W: xxxx



Name | Employment Title
Department or Division
University of Louisville School of Medicine
P: 502-852-xxxx | F: 502-852-xxxx | W: xxxx

