Children’s of Mississippi Service Lines
Graphic Standards

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WHY BRANDING MATTERS
A brand is more than just a logo. A logo is like a person’s photo ID. A brand is a person’s reputation. It’s the emotional connection people have with an organization. Our branding and logos communicate what UMMC stands for, so it’s essential that we use them correctly and consistently.

We can all help strengthen the University of Mississippi Medical Center, Children’s of Mississippi and University Physicians brands by:
• Using approved logos every time
• Using approved communication materials
• Following brand standards and guidelines
• Providing top-notch service to our internal and external communities

SERVICE LINE LOGOS
Batson Children’s Hospital, approved service lines, centers and programs have their own Children’s-branded logos. These versions of the Children’s logo are appropriate for use in the Jackson area. For out-of-market logo use, or if you need a service line logo, please contact UMMC Marketing.

NOTE:
Do not attempt to create one of these logos yourself. The marketing department can provide a professionally designed official logo to meet your needs. Please email marketing@umc.edu.
**PROPER LOGO USE**

People recognize our logo and have a strong emotional attachment to it. Our logo should never be recreated or altered in any way. If you need a logo, please contact **UMMC Marketing**.

To preserve brand integrity and consistency, only approved logos may be used in communication materials.

If you need a service line logo, please contact **UMMC Marketing**.

$x = \text{height of the “sun” logomark}$

The minimum amount of clear space around the logo must be equal to $\frac{1}{2}$ the height of the “sun” logomark.
**IMPROPER LOGO USE**

Logo use guidelines apply to all UMMC logos, including all logo versions for University of Mississippi Medical Center, Children's of Mississippi, University Physicians, service lines, schools and departments. Use your approved logo just the way it is, by itself. If you have an instance where two or more logos will be used together—or any questions about logo use—please contact **UMMC Marketing** for assistance.

<table>
<thead>
<tr>
<th>Logo don’ts</th>
<th>Center or Service</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s of Mississippi</td>
<td>Center or Service</td>
<td>color it</td>
</tr>
<tr>
<td>Children’s of Mississippi</td>
<td>Center or Service</td>
<td>combine it</td>
</tr>
<tr>
<td>Children's of Mississippi</td>
<td>CENTER OR SERVICE</td>
<td>change it</td>
</tr>
<tr>
<td>Children's of Mississippi</td>
<td>Center or Service</td>
<td>crush it</td>
</tr>
<tr>
<td>Welcome to UMMC.</td>
<td>Center or Service</td>
<td>couple it</td>
</tr>
<tr>
<td>Children's of Mississippi</td>
<td>Center or Service</td>
<td>crowd it</td>
</tr>
</tbody>
</table>
OUR WEBSITES

Websites are an important way to connect with audiences, so UMMC has two, each tailored to a distinct audience.

- **ummcchealth.com** is directed at a general audience of consumers and community members interested in information about UMMC—from service offerings and basic health information to who we are and how to support what we do.
  - Patient care providers and staff should use this URL on business cards and letterhead.
  - **ummcchealth.com/childrens** is a sub-site of the UMMC consumer site and should be used on Children’s of Mississippi business cards and letterhead.
  - UMMC Marketing manages these websites.
- **umc.edu** is the academic portal designed for use by students, educators and researchers.
  - Employees who focus primarily on research and education should use this URL on business cards and letterhead.
  - Pages on this site are overseen by Public Affairs and managed within departments. For information about pages on umc.edu, contact your department’s webpage administrator, Public Affairs or the [Division of Information Systems (DIS) webmaster](mailto:DISwebmaster@umc.edu).
- URL prefixes such as [http://www](http://www) or [www](http://www) are not necessary and should be omitted in promotional and print materials.
- Do not create a UMMC-branded website, webpage, profile or other digital content on your own. Please speak to your supervisor, UMMC Marketing or DIS if you would like assistance creating Web content or marketing materials.

If you have questions about online marketing or which site to use, please contact [UMMC Marketing](mailto:UMMCMarketing@umc.edu).

EMAIL SIGNATURES

The University of Mississippi Medical Center requires standardized email signatures for all employees.

- Do not use logos or other images in email signatures. Image files require too much memory and can cause messages to be sorted as spam.
- To set up your signature, please see our [email signature tutorial](mailto:emailsignaturetutorial@umc.edu).

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Name Here  
Job Title  
Area or Department  
University of Mississippi Medical Center  
2500 North State Street  
Jackson, MS 39216  
T: 000.000.0000  
Fax: 000.000.0000  
email@umc.edu  
[ummcchealth.com](http://ummcchealth.com)  
Two line spaces  
Optional  
Mandatory (umc.edu or ummcchealth.com)  
Two line spaces  

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**STATIONERY – Business Cards**

The University of Mississippi Medical Center provides business cards for:

- The University of Mississippi Medical Center
- University Physicians
- Children’s of Mississippi
- Centers and service lines
- Schools and departments

**NOTE:** Physicians may use UMMC, University Physicians, Children’s of Mississippi or service line business cards.

**Place an order for business cards** with the Department of Printing.

**Children’s of Mississippi Cards for Centers, Service Lines and Departments (1-sided option)**

These cards should be used if contact information requires 6 or fewer lines.

**Example 1**

- **Center or Service:** Children’s of Mississippi
- **Your Name Here**
- **Your title here**
- **University of Mississippi Medical Center**
- **2500 North State St. • Jackson, MS 39216**
- **Phone:** 000.000.000 • **Fax:** 000.000.0000
- **name@umc.edu • ummchealth.com/childrens**

- **Mandatory. Do not alter.**
- **Institution name and address are mandatory.**
- **Email is optional.**
- **Website is mandatory.**
  (ummchealth.com/childrens)

**Example 2**

- **Center or Service:** Children’s of Mississippi
- **Your Name Here**
- **Your title here**
- **You department/specialty here**
- **University of Mississippi Medical Center**
- **2500 North State St. • Jackson, MS 39216**
- **name@umc.edu • ummchealth.com/childrens**

- **Mandatory. Do not alter.**
- **Institution name and address are mandatory.**
- **Email is optional.**
- **Website is mandatory.**
  (ummchealth.com/childrens)

For healthcare providers, a patient access number is required. Either a clinic number or the access center number (888.815.2005) may be used. Optional numbers include: the physician referral number, cell phone number, pager number and academic office number.
STATIONERY – Business Cards

Children’s of Mississippi Cards for Centers, Service Lines and Departments (2-sided option)
These cards should be used if contact information requires 6 or more lines.

Front

![Front Side of Business Card]

Mandatory. Do not alter.

Your Name Here
Your title here
Your title/area here
Your area/department/specialty here

Back

![Back Side of Business Card]

Institution name and address are mandatory.

University of Mississippi Medical Center
Mailing Address
City, State 00000
Physician Referrals: 855.984.KIDS
Clinic: 000.000.0000
New Patient Appointments: 888.815.2005
Academic Office: 000.000.0000
Phone: 000.000.0000 • Fax: 000.000.0000
Cell: 000.000.0000 • Pager: 000.000.0000
e-mail • ummchealth.com/childrens

Email is optional.
Website is mandatory.
(ummchealth.com/childrens)

For healthcare providers, a patient access number is required. Either a clinic number or the access center number (888.815.2005) may be used. Optional numbers include: the physician referral number, cell phone number, pager number and academic office number.
STATIONERY – Letterhead

To help ensure a professional appearance in communications and to protect our brand integrity, the University of Mississippi Medical Center requires professionally produced letterhead for all printed correspondence. The UMMC Department of Printing provides high-quality letterhead at a cost more economical than using standard in-office printers and paper.

The University of Mississippi Medical Center offers letterhead for:

- The University of Mississippi Medical Center
- University Physicians
- Children’s of Mississippi
- Centers and service lines
- Schools and departments

**NOTE:** Physicians may use UMMC, University Physicians, Children’s of Mississippi or service line letterhead.

For more information about ordering print or digital letterhead, please contact the [Department of Printing](#) at 601.984.1295.
Dear Dr. Smith,

Consectetuer adipiscing elit. Cras pretium suscipit augue. Mauris id sem sed massa convulc convulc.

Curabitur risus. Donec ultricies. Quisque eurism mi ut nunc. Nunc sapien nulla, lacinia ut, lacinia eu,
sollicitudin vitae, urna. Pelleneque vulputate. Mauris leo. Nulla accumsan, dolor sed porttitor vestib-
ulum, metus augue convulc eros, in rutrum sem sem eget fele. Donec sit amet metus. Duis porttitor
scelerisque mauris. Proin tempus semper leo. In nec nunc. Quisque ultricies erat non neque.

Ut viverra molestie ante. Fusce tortor orci, sodales eget, fermentum eu, lobortis nec, leo. Quisque
molestie neque at lectus. Praesent porta. Integer dolor nisi, facilisis sed, adipiscing ac, tincidunt quis,
tellus. Nunc ante tellus, sollicitudin et, commodo posuere, fermentum ut, neque. Integer sem arcu, lacinia
eu, fringilla sit amet, aliquam sed, massa. Donec rhoncus ante ac neque. Donec tempus, erat vel porttitor
placerat, ipsum arcu viverra diam, ut lacinia augue ante nec metus. Suspendisse potenti. Suspendisse elit.

Sed nisi luctus, commodo eu, mollis sit amet, suscipit vitae, ipsum. Integer non purus ac ligula malesuada
lacinia. Sed feugiat libero ac justo. Maecenas digni sim fermentum libero. Nunc justo enim, tempus eget,
consequat at, faucibus a, orci. Aliquam feugiat turpis sed ante. Mauris fringilla elit et metus. Etiam frin-
gilla nunc quis lorem.

Ut viverra molestie ante. Fusce tortor orci, sodales eget, fermentum eu, lobortis nec, leo. Quisque
molestie neque at lectus. Praesent porta. Integer dolor nisi, facilisis sed, adipiscing ac, tincidunt quis,
tellus. Nunc ante tellus, sollicitudin et, commodo posuere, fermentum ut, neque. Integer sem arcu, lacinia
eu, fringilla sit amet, aliquam sed, massa. Donec rhoncus ante ac neque. Donec tempus, erat vel porttitor
placerat, ipsum arcu viverra diam, ut lacinia augue ante nec metus. Suspendisse potenti. Suspendisse elit.

Sed nisi luctus, commodo eu, mollis sit amet, suscipit vitae, ipsum. Integer non purus ac ligula malesuada
lacinia. Sed feugiat libero ac justo. Maecenas digni sim fermentum libero. Nunc justo enim, tempus eget,
consequat at, faucibus a, orci.

Sincerely,
Dr. Joe Jones, M.D.
Dear Dr. Smith,


Sincerely,
Dr. Joe Jones, M.D.
Apparel that uses a Children's of Mississippi service line logo should adhere to the following standards.

Logo is embroidered or screened so that the Children’s logomark is at least 2.25” wide.

Because of the differing lengths of service line names, this logo variation is available for apparel uses ONLY.

For use on a white background.

At least 0.1875” space.

At least 0.25” high.

For use on a dark background or when a 1-color logo is needed.

Name in standard serif font should be about 0.25” high.

James T. Erbee
Lab coats for service lines, centers and programs use the Children’s of Mississippi logo and should adhere to the following standards.

- Logo is embroidered at 3.25” wide.
- The baseline of the logo type should line up with the baseline of the specialty on opposite side of jacket.
- Name in standard serif font should be about 0.25” high.
- Specialty is centered under name.
- The baseline of the type should be 1.25” above pocket.
- Match thread as closely as possible to the colors as represented in a PMS chip book.
OTHER MARKETING NEEDS

If you would like assistance with branding, logos or other marketing needs, please contact UMMC Marketing. We specialize in telling the stories of our people and our work in education, research and healthcare. Let us help you tell yours.

Web: umc.edu/marketing

Email: marketing@umc.edu