**Children’s of Mississippi**
**Graphic Standards**

**TABLE OF CONTENTS**
- Why Branding Matters
- The Children’s of Mississippi Brand
- Logo Use
- Our Websites
- Email Signatures
- Business Cards
- Letterhead
- Apparel
- Other Marketing Needs

**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 Children's of Mississippi 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

**THE CHILDREN’S OF MISSISSIPPI BRAND**
Children's of Mississippi is part of Mississippi's only academic medical center and home to Batson Children's Hospital, Mississippi's only hospital dedicated to caring for children. The Children's brand includes Batson Children's Hospital plus all pediatric clinics, providers, clinics and service lines. The Children's brand is caring, encouraging and hopeful. It reflects our goal to help all children reach their full potential.

**NOTE:**
Batson Children's Hospital, approved service lines, centers, schools and programs have their own logos. Contact **marketing@umc.edu** for your logo.
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 UMMS Marketing.

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

Download the Children’s of Mississippi logos.

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

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 the 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></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo1.png" alt="Logo" /></td>
<td>color it</td>
</tr>
<tr>
<td><img src="logo2.png" alt="Logo" /></td>
<td>combine it</td>
</tr>
<tr>
<td><img src="logo3.png" alt="Logo" /></td>
<td>change it</td>
</tr>
<tr>
<td><img src="logo4.png" alt="Logo" /></td>
<td>crush it</td>
</tr>
<tr>
<td><img src="logo5.png" alt="Logo" /></td>
<td>couple it</td>
</tr>
<tr>
<td><img src="logo6.png" alt="Logo" /></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.

- **ummchealth.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.
  - **ummchealth.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)](http://www.dis.umc.edu) webmaster.
- 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:ummchealth.com@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:ummchealth.com@umc.edu).
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 Card (1-sided option)
These cards should be used if contact information requires 7 or fewer lines.

Example 1

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

Example 2

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 Card (2-sided option)
These cards should be used if contact information requires 7 or more lines.

Front

Mandatory. Do not alter.

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

Back

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
email • 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.
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,


Sincerely,

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


Sincerely,
Dr. Joe Jones, M.D.
APPAREL

Apparel that uses the Children's of Mississippi logo should adhere to the following standards.

Logo is embroidered or screened at 2.25" wide.

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

For use on a white background.

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

Logos and name.

Logo only.

Logo and name.

Name in standard serif font should be about 0.25" high.
Lab coats that use the Children’s of Mississippi logo 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.

James T. Erbee, M.D.
Specialty

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