The University of Mississippi Medical Center
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

THE UNIVERSITY OF MISSISSIPPI MEDICAL CENTER BRAND

The University of Mississippi Medical Center is Mississippi’s only academic medical center. Our goal is to improve the lives of people in Mississippi and throughout the world through our missions of education, research and healthcare. The UMMC brand is caring, positive, and professional and reflects the world-class work being done here.

The University of Mississippi Medical Center logo is appropriate for most applications. The version without the missions works best in smaller applications.

The UMMC acronym logo can be used when a simpler design is needed. This logo version is appropriate for use in the Jackson area.

University hospitals located outside of the Jackson Metro also have their own logos. The UMMC Grenada logo is an example.

NOTE:
Approved service lines, centers, schools and programs have their own logos. Contact marketing@umc.edu for your logo.
LOGO USE
The University of Mississippi Medical Center logo is the most recognizable visual identifier for our brand. Therefore, it is key that the logo is always used in a consistent manner to build trust in our brand.

LOGO ELEMENTS
The University of Mississippi Medical Center logo consists of a logomark and a wordmark. Together, the logomark and wordmark form the logo.

1. The “U” logomark
The “U” logomark is the visual identifier for the University of Mississippi Medical Center. The “U” should be displayed with the wordmark at all times, and never by itself or with any other words or names.

2. The wordmark
The wordmark is the letterform version of the name “The University of Mississippi Medical Center.” For the acronym version, the “UMMC” makes up the wordmark. The wordmark cannot be replicated through typesetting.

3. The logo
Together the “U” logomark and the wordmark make up the full logo.

Always use approved digital files of logo artwork. The spacing, positioning and design of the logo elements should never be recreated or altered in any way.

PROGRAMS AND EVENTS
All program and event names should go through UMMC Marketing and may require a trademark search.

Names for programs and special events should not incorporate or modify the University of Mississippi Medical Center logo nor any element of the logo (such as the “U” logomark) to create a new logo or name.

Please note that no event or program-related name, treatment or look may replace the University of Mississippi Medical Center logo as the symbol for the medical center. The University of Mississippi Medical Center logo must still appear on all print and digital communication materials.
PROPER LOGO USE

People recognize our logo and have a strong emotional attachment to it. A 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.

Download the University of Mississippi Medical Center logos.

\[ x = \text{height of the "U" logomark} \]

The minimum amount of clear space around the logo must be equal to \(\frac{1}{2}\) the height of the "U" 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>[Image of logo with a red circle and line through it]</td>
<td>color it</td>
</tr>
<tr>
<td>[Image of logo with a red circle and line through it]</td>
<td>combine it</td>
</tr>
<tr>
<td>[Image of logo with a red circle and line through it]</td>
<td>change it</td>
</tr>
<tr>
<td>[Image of logo with a red circle and line through it]</td>
<td>crush it</td>
</tr>
<tr>
<td>[Image of logo with a red circle and line through it]</td>
<td>couple it</td>
</tr>
<tr>
<td>[Image of logo with a red circle and line through it]</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) webmaster.
• URL prefixes such as http://www or 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.

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.

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
eemail@umc.edu <- ummchealth.com <-

Solid line
Two line spaces
Font: Blue or grey / 11 pt. Calibri (Body)
Optional
Mandatory (umc.edu or ummchealth.com)
Two line spaces
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.

The University of Mississippi Medical Center Card (1-sided option)
These cards should be used if contact information requires 6 or fewer lines.

**Example 1**

![Example Card 1](#)

- Mandatory. Do not alter.
- Address is mandatory.
- Email is optional. Website is mandatory.

**Example 2**

![Example Card 2](#)

- Mandatory. Do not alter.
- Address is mandatory.
- Email is optional. Website is mandatory.

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

The University of Mississippi Medical Center Card (2-sided option)
These cards should be used if contact information requires 6 or more lines.

Front

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

Mandatory. Do not alter.

Back

Mailing Address
City, State 00000
Physician Referrals: 866.UMC.DOCS
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 • website

Address is mandatory.

Email is optional. Website is mandatory.

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**

The UMMC Acronym Card (1-sided option)
These cards should be used if contact information requires 6 or fewer lines.

*Example 1*

![Business Card Example 1]

- Mandatory. Do not alter.
- Institution name and address are mandatory.
- Email is optional. Website is mandatory.

*Example 2*

![Business Card Example 2]

- Mandatory. Do not alter.
- Institution name and address are mandatory.
- Email is optional. Website is mandatory.

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

The UMMC Acronym Card (2-sided option)
These cards should be used if contact information requires 6 or more lines.

Front

Mandatory. Do not alter.

Back

Institution name and address are mandatory.

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 – Premier Business Cards

The UMMC premier business cards feature an embossed UMMC logo and metallic silver ink on premium heavyweight cardstock. These cards are available for order and purchase for all UMMC faculty and staff, but please note the following:

• These cards are an investment and therefore more expensive than the standard UMMC business cards.
• The cards are one-sided and allow for limited contact information. If you have more information than this card can contain, please order the standard business card found on pages 6 through 9.
• These cards should not be used for communication with patients, as there is not space to include a patient access number.

For pricing, email the Department of Printing.

To see a printed sample of the premier business card, visit the Department of Printing, which is located in the basement of the old hospital, or UMMC Marketing, located on first floor of the Alumni House.

**UMMC Premier Business Card – WHITE PAPER**

Your Name Here
Your Title Here
Your Title / Area Here
Office: 601.000.0000  |  Mobile: 601.000.0000
email@umc.edu  |  ummchealth.com

Size and placement of the embossed logo is mandatory. Do not alter.
Font style, size and color are mandatory. Do not alter.
Only the information shown can be included on this card.

**UMMC Premier Business Card – BLUE PAPER**

Your Name Here
Your Title Here
Your Title / Area Here
Office: 601.000.0000  |  Mobile: 601.000.0000
email@umc.edu  |  ummchealth.com

Size and placement of the embossed logo is mandatory. Do not alter.
Font style, size and color are mandatory. Do not alter.
Only the information shown can be included on this card.
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.
Mandatory. Do not alter.

Optional

Website is mandatory. (umc.edu or ummchealth.com)

Mandatory

Optional

Letter should be typed using 11 pt. Times New Roman font.

Margin guidelines are mandatory and should not be altered.

Referral and new patient appointment numbers are mandatory for correspondence to physicians and patients. Clinic number is optional.

STATIONERY – Letterhead

The University of Mississippi Medical Center Letterhead (Template 1)

Month 0, 0000

0000 Mailing Address
City, State 00000

Dear Dr. Smith,


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


Sincerely,  
Joe Jones, M.D.

STATIONERY – Letterhead

The UMMC Acronym Letterhead (Template 2)

Mandatory. Do not alter.

Optional

Referral and new patient appointment numbers are mandatory for correspondence to physicians and patients. Clinic number is optional.

Letter should be typed using 11 pt. Times New Roman font.

Margin guidelines are mandatory and should not be altered.

Institution name and website are mandatory. (umc.edu or ummchealth.com)
APPAREL

Apparel that uses the University of Mississippi Medical Center logo should adhere to the following standards.

Logo only.

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

Logo is embroidered or screened at 4” wide.

The University of Mississippi Medical Center

For use on a white background.

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

Logo and name.

James T. Erbee

James T. Erbee
Lab coats that use the University of Mississippi Medical Center logo should adhere to the following standards.

- Logo is embroidered at 4” 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.
- The baseline of the type should be 1.25” above pocket.
- Specialty is centered under name.
- Match thread as closely as possible to the colors as represented in a PMS chip book.
Apparel that uses the UMMC acronym logo should adhere to the following standards.

Logo only.

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

Logo is embroidered or screened at 3.25” wide.

Logo and name.

For use on a white background.

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

James T. Erbee

James T. Erbee
Lab coats that use the UMMC acronym logo should adhere to the following standards.

- Logo is embroidered at 4” wide.
- The baseline of the type should be 1.25” above pocket.
- 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.
- 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