

# Logo Guidelines

UAMS<sup>®</sup>

## Table of Contents

Introduction.....	2
Master Logo.....	3
Clear Space and Minimum Size.....	4
Color Variations.....	5
Master Logo – Tagline Application.....	6
Clear Space and Minimum Size.....	7
Color Variations.....	8
Master Logo – Academic Application.....	9
Clear Space and Minimum Size.....	10
Color Variations.....	11
Institute Naming Hierarchy.....	12
Clinical Naming Hierarchy.....	14
Academic Naming Hierarchy.....	16
Incorrect Logo Usage.....	18

# Introduction

At UAMS, we've carefully created a brand identity that represents who we are as an organization. When it appears on brochures, signs or other communication, it is the signature that represents UAMS and our endorsement of the service, event, person, activity or sponsorship. In order to maintain a strong brand, it's important to protect how the brand identity is used. This continuous reinforcement will enable us to build brand equity over time and ensure that our brand remains strong in the hearts and minds of our employees and the people we serve.

This guide is an essential tool that demonstrates how to apply our brand identity consistently throughout all communications. It will outline the core elements that make up our identity and provide instructions for their use.

Please refer to this guide when developing any internal or external communication and contact the UAMS Office of Communications & Marketing.



## Master Logo

The most important element of our brand standards is the consistent use of the UAMS logo. It's used within all applications to present a unified UAMS and add value to all entities within the brand. The master logo also helps identify all of our service lines, departments and institutes. The consistent and deliberate application of the UAMS logo will increase recognition and reinforce it as a symbol of quality health care. The master logo should never be modified or redrawn in any way.

The UAMS master logo has various applications (with and without the University of Arkansas for Medical Sciences qualifier, with and without the tagline) and the following pages outline when each should be used. Regardless of the application, the master logo should always be used in all forms of communication including advertising, stationery, business cards, flyers, collateral, posters, PowerPoints and banners. Examples are on the following pages.

MASTER LOGO



## Master Logo

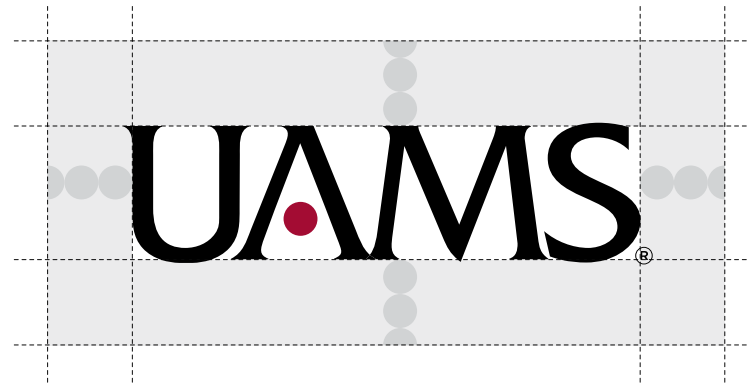
### Clear Space


Clear space frames and protects the logo from conflicting imagery, graphics and the outside edge of printed materials. Maintaining a minimum amount of clear space at all times ensures prominence and legibility. Minimum clear space is measured by the red dot of the letter A. When possible, allow more than the minimum amount of clear space.

### Minimum Size

To ensure the logo is always legible, we have developed requirements for the minimum size at which it may be used for both print and on-screen applications. For legibility reasons, do not reproduce our logo smaller than its minimum size.

### CLEAR SPACE



 2.5 dots = Minimum clear space

### MINIMUM SIZE



## Master Logo

### Color Variations

We have established a set number of color variations for the logo. These are the only approved color combinations. To ensure brand consistency, never reproduce the logo in any other colors. The preferred version of our logo is the two-color version. Use it whenever possible. The one-color variations should only be used for one- or two-color printing treatments. To ensure optimum clarity and readability, there should be adequate contrast between the selected color variation and the background. Avoid placing any logo variation over complex and/or cluttered background images.

TWO-COLOR (PREFERRED)



ONE-COLOR – BLACK



REVERSE WITH CARDINAL DOT



ONE-COLOR – CARDINAL



REVERSE (ON CARDINAL)



REVERSE (ON BLACK)



## Master Logo – Tagline Application

This is the official lock-up of the master logo with the tagline.

The tagline lock-up is appropriate for various advertising, marketing and promotional materials (external, internal, print and digital communications).

The tagline lock-up should never be modified or redrawn in any way.



## Master Logo – Tagline Application

### Clear Space

Clear space frames and protects the logo and tagline from conflicting imagery, graphics and the outside edge of printed materials. Maintaining a minimum amount of clear space at all times ensures prominence and legibility. Minimum clear space is measured by the red dot of the letter A. When possible, allow more than the minimum amount of clear space. Never move the position of the tagline.

### Minimum Size

To ensure the logo and tagline is always legible, we have developed requirements for the minimum size at which it may be used for both print and on-screen applications. For legibility reasons, do not reproduce our logo smaller than its minimum size.

### CLEAR SPACE OF LOGO WITH TAGLINE



- 2.5 dots = Minimum clear space
- 1 dot = The distance from UAMS to the tagline

### MINIMUM SIZE





## Master Logo – Tagline Application

### Color Variations

We have established a set number of color variations for the logo and tagline. These are the only approved color combinations. To ensure brand consistency, never reproduce the logo and tagline in any other colors. The two-color version is always preferred. Use it whenever possible. The one-color variations should only be used for one- or two-color printing treatments. To ensure optimum clarity and readability, there should be adequate contrast between the selected color variation and the background. Avoid placing any logo variation over complex and/or cluttered background images.

TWO-COLOR (PREFERRED)



ONE-COLOR – BLACK



REVERSE WITH CARDINAL DOT



ONE-COLOR – CARDINAL



REVERSE (ON CARDINAL)



REVERSE (ON BLACK)



## Master Logo – Academic Application

The addition of the full organizational name under the UAMS acronym helps identify the institution to academic audiences who may not be familiar with UAMS. This includes situations such as recruiting, presentations and fundraising. The academic application should never be modified or redrawn in any way.

LOGO WITH QUALIFIER



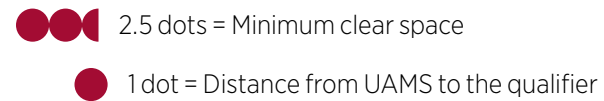
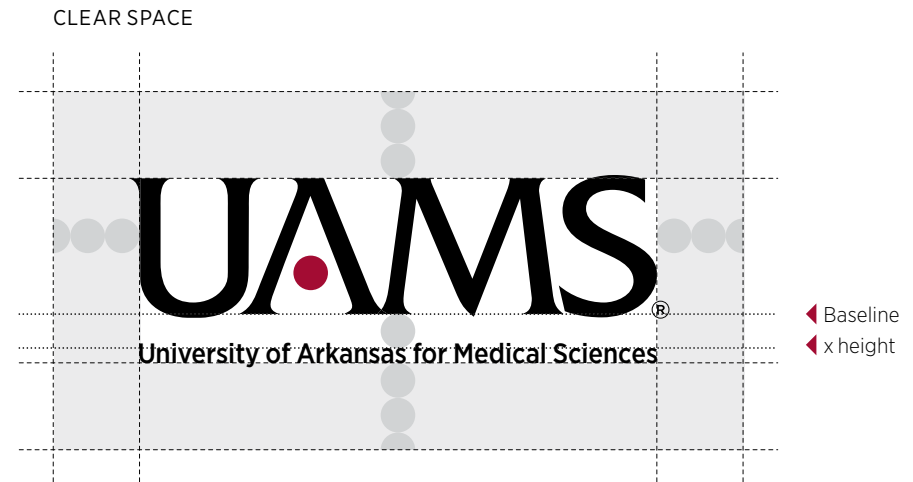
## Master Logo – Academic Application

### Clear Space

Clear space frames and protects the logo from conflicting imagery, graphics and the outside edge of printed materials. Maintaining a minimum amount of clear space at all times ensures prominence and legibility. Minimum clear space is measured by the red dot of the letter A. When possible, allow more than the minimum amount of clear space. Never move the position of the qualifier.

### Minimum Size

To ensure the logo is always legible, we have developed requirements for the minimum size at which it may be used for both print and on-screen applications. For legibility reasons, do not reproduce our logo smaller than its minimum size.



### MINIMUM SIZE



# Master Logo – Academic Application

## Color Variations

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TWO-COLOR (PREFERRED)



ONE-COLOR – BLACK



REVERSE WITH CARDINAL DOT



ONE-COLOR – CARDINAL



REVERSE (ON CARDINAL)



REVERSE (ON BLACK)



# Institute Naming Hierarchy

The institute logos are for both internal and external communication. Requests or questions regarding logos with department or institute identification should be directed to the UAMS Office of Marketing & Communications.

VERTICAL (PREFERRED)



\*For external signage, the horizontal lock-up is preferred, but if there are size limitations the vertical lock-up may be used. To improve readability the department name may be increased to align with the "S" under "UAMS:"

## Institute Naming Hierarchy

HORIZONTAL

**UAMS** | Donald W. Reynolds  
Institute on Aging

**UAMS** | Harvey & Bernice Jones  
Eye Institute

**UAMS** | Jackson T. Stephens Spine  
& Neurosciences Institute

**UAMS** | Myeloma Institute

**UAMS** | Psychiatric  
Research Institute

**UAMS** | Translational  
Research Institute

**UAMS** | Winthrop P. Rockefeller  
Cancer Institute

\*The horizontal lock-up is intended for signage and usage in spaces where the vertical logo would appear too small. The type size is larger than the vertical versions to improve readability from a distance.

## Clinical Naming Hierarchy

Any requests for new logos MUST be cleared in advance with the UAMS Office of Communications & Marketing. Under very limited circumstances, a unit within UAMS may be permitted to use a separate unit-specific logo that includes UAMS as the primary logo with addition of the unit name as secondary.

### The criteria for this allowance include:

1. Patient/customer facing entities such as Clinics.
2. Cooperative efforts between UAMS and other entities such as the state or other public service organizations.
3. Unique, UAMS-operated units.

If a unit meets one or more of the above criteria, the unit may be allowed to use a Unit-Specific logo, but will still be required to use the official UAMS logo in its letterhead and other communications.

VERTICAL (PREFERRED)



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If a unit meets one or more of the above criteria, the unit may be allowed to use a Unit-Specific logo, but will still be required to use the official UAMS logo in its letterhead and other communications.

HORIZONTAL



\*The horizontal lock-up is intended for signage and usage in spaces where the vertical logo would appear too small. The type size is larger than the vertical versions to improve readability from a distance.



## Academic Naming Hierarchy

VERTICAL (PREFERRED)



\*For external signage, the horizontal lock-up is preferred, but if there are size limitations the vertical lock-up may be used. To improve readability the department name may be increased to align with the "S" under "UAMS."



\*Departments and Divisions will not have individual logos, but will be featured in type along with their College logo.



## Academic Naming Hierarchy

HORIZONTAL



\*The horizontal lock-up is intended for signage and usage in spaces where the vertical logo would appear too small. The type size is larger than the vertical versions to improve readability from a distance.



\*Departments and Divisions will not have individual logos, but will be featured in type along with their College logo.

## Incorrect Logo Usage

Any alteration of our logos diminish their impact and weakens our brand. Only approved variations should be used.

1. Do not stretch or skew any variation of our logo
2. Do not rotate or tilt any of the approved lock-ups
3. Do not scale or change the proportions/positioning of the red dot and/or logotype in any variation of our logo
4. Do not add gradients, filters, outlines, embossing, beveling, or drop shadows to any of our logos
5. Do not add effects to any variation of our logo
6. Do not alter the logo type in any variation of our logo
7. Do not recreate the logos using unapproved colors
8. Do not misuse approved colors
9. Do not modify dot in any way. Do not place logo on bold, unsightly colors, patterns and/or imagery
10. Do not use the shape of Arkansas in combination with our logos in any way
11. Do not reposition, change case or add punctuation to the tagline, qualifier or entity names
12. For readability reasons, do not pair academic logos with seal
13. Do not add a horizontal line to any of our logos
14. Do not pair the academic qualifier or entity with the tagline
15. Do not add vertical line to the tagline or the qualifier
16. Do not allow department names to extend past the letter S.

