



Washington University in St. Louis

GUIDELINES FOR LOGOTYPE USE FOR WEB AND PRINT APPLICATIONS

logo.wustl.edu

Directory of Contacts

Questions about the use of the logotype or other official university symbols should be addressed as follows:

TO ORDER LETTERHEAD, ENVELOPES, MEMO PADS, BUSINESS CARDS

Purchasing Services
Washington University in St. Louis
Campus Box 1069
700 Rosedale
St. Louis, MO 63112
(314) 935-5649
fax: (314) 935-4395
purchasing.wustl.edu

UNIVERSITY LOGOTYPE AND DANFORTH CAMPUS SCHOOLS AND UNITS

University Marketing & Design
Washington University in St. Louis
Campus Box 1086
276 N. Skinker
St. Louis, MO 63130-4803
(314) 935-5233
fax: (314) 935-8533
email: logo_help@wustl.edu

SCHOOL OF MEDICINE AND MEDICAL CO-BRANDING

Executive Director for Creative Services & Marketing Communications
Office of Medical Public Affairs
Washington University in St. Louis
Campus Box 8508
4444 Forest Park Blvd., Suite 6500
St. Louis, MO 63108-2259
(314) 286-0114
fax: (314) 286-0101
email: heroux@wusm.wustl.edu

WASHINGTON UNIVERSITY PHYSICIANS

Washington University Physicians
Communications & Marketing
(314) 747-6542
fax: (314) 286-0101
stackj@wustl.edu

SITEMAN CANCER CENTER

Siteman Cancer Center Marketing
(314) 454-5061
hornd@wustl.edu
or
(314) 454-8029
mlee22@wustl.edu

UNIVERSITY ARTWORK ON PROMOTIONAL ITEMS

Office of Brand Management
Washington University in St. Louis
Campus Box 1177
One Brookings Drive
St. Louis, MO 63130-4899
(314) 935-8154
fax: (314) 935-7406
email: licensing@wustl.edu

USE OF THE SEAL

Office of Brand Management (see above)

USE OF LOGOS ON THE WEB

Digital Communications Marketing
Washington University in St. Louis
Campus Box 1070
One Brookings Drive
St. Louis, MO 63130-4899
(314) 935-5230
email: webteam@wustl.edu
or
Office of Brand Management (see above)

Contents

1

Letter from the Chancellor.....	2
The <i>Washington University in St. Louis</i> Logotype.....	3
To Obtain Artwork	
To Obtain Electronic Files	3
General Guidelines for Using the <i>Washington University in St. Louis</i> Logotype	6
Digital Logo Guidelines and Rules	
Web Styleguide	16
Mobile Technology Guidelines.....	18
Social Media Guidelines.....	18
Power Point Guidelines.....	19
Logo Use Guidelines for Flyers, Brochures, Posters and Advertising	
Guidelines for Flyers.....	20
Guidelines for Brochures	20
Guidelines for Posters	20
Guidelines for Advertising.....	20
Logo Use Guidelines for Letterhead, Envelopes and Business Cards	
Guidelines for Letterhead.....	22
Guidelines for Envelopes.....	25
Other Icons or Symbols	26
Guidelines for Business Cards	28
Official Typeface for Letterhead, Envelopes and Business Cards.....	29
Logo Use Guidelines for Forms	
Guidelines for Memoranda.....	30
The <i>Washington University Physicians</i> Logotype	32
When to Use the <i>Washington University Physicians</i> Logotype	32
Which Version to Use.	33
How to Use the <i>Washington University Physicians</i> Logotype	
General Standards.	34
Logo and Design Standards for Letterheads	39
Logo and Design Standards for Envelopes.	45
Logo and Design Standards for Business Cards	46
Logo and Design Standards for Forms.	47
Logo and Design Standards for Other Applications.	48
Logo and Design Guidelines for Co-Branding with Partner Institutions.	49
Contact Information for <i>Washington University Physicians</i> Logo	52



Washington University in St. Louis

Office of the Chancellor

Dear Colleagues,

The Washington University logotype — which draws upon our history, traditions and location — has served as a memorable and distinctive identity for the university; i.e., as the university's brand.

To communicate effectively with the university's internal and external audiences, it is important that we present a unified visual appearance and name by using the university's trademarked logotype. Consistent use, over time, reinforces our brand recognition and allows us all to benefit from our relationship to the university and its outstanding reputation.

The university's official logo was originally developed by a university-wide committee composed of representatives of our major academic and administrative offices for use on the web, on stationery, university publications, forms, official documents, signage, advertising and other materials. The University Council and the Executive Committee of the Board of Trustees endorsed the logo and the guidelines regarding its use.

The identity of Washington University in St. Louis has been a challenge for a long time, although we have made good progress in recent years. By using the logotype you will help the university speak with a clear and consistent voice about its identity and location. You will also help your office or department identify itself with Washington University in St. Louis.

Every member of the university community has a responsibility to maintain our consistent visual and name identity. I appreciate your cooperation and support in using the logo in accordance with the following guidelines as we work together to advance Washington University in St. Louis. Visit <http://logo.wustl.edu>.

Yours sincerely,

Mark S. Wrighton
Chancellor

Washington University in St. Louis, Campus Box 1192, One Brookings Drive, St. Louis, Missouri 63130-4899
(314) 935-5100, Fax: (314) 935-4744, www.wustl.edu

Purpose

In the global communications milieu of the 21st century, it is important for Washington University in St. Louis to project its visual image as clearly and consistently as possible. A clear, consistent identity helps build recognition for the university and projects the university's quality and attributes.

The Washington University in St. Louis logotype identifies the university in a consistent manner to the campus community and the wider world. To build an easily recognized identity, the logotype must be used as specified herein on all stationery, publications, websites, and other electronic communications produced by Washington University in St. Louis or any of its offices, programs, departments, schools, centers, or other divisions. Four versions of the logotype were created under the guidance of an institution-wide Logotype Revision Advisory Committee appointed by the Chancellor. The approved logotype — and these guidelines for its use — were presented to the Board of Trustees in May 2000 and have been in general use since then, with appropriate updates.

Note: For guidelines on using the *Washington University Physicians* logotype, please see page xx of this manual.

To Obtain Artwork

Electronic versions of the logotype may be downloaded at **logo.wustl.edu** or obtained by contacting University Marketing & Design or Creative Services and Marketing Communications in the Office of Medical Public Affairs. (See "Directory of Contacts.") **Work from electronic files because the letterforms in the logotype and school names have been modified.**

To Obtain Electronic Files

Encapsulated postscript (.eps vector) and JPEG (bitmapped) files are available on the web at **logo.wustl.edu**. You may download the files but need to know that for each version, the entire logotype image (shield and "Washington University in St. Louis") is protected by federal trademarking laws. The logotype must be used appropriately as specified in these guidelines. All versions of the logotype must be used as is and cannot be modified, and portions of any version of the logotype cannot be used separately.

If you have questions about the electronic files, the use of the logotype:

Danforth, West, or North Campus, contact University Marketing & Design at (314) 935-5233, or email: **logo_help@wustl.edu**.

Medical Campus, contact Creative Services and Marketing Communications at the School of Medicine at (314) 286-0114, or email: **heroux@wustl.edu**.

For questions about trademarked artwork, contact Office of Brand Management at (314) 935-8154, or email **licensing@wustl.edu**.

The Official Logotype

The official logotype consists of the heraldic device (shield) and the words “Washington University in St. Louis” in a customized font. It draws on the university’s history, traditions and location.

To ensure that no confusion arises between Washington University in St. Louis and the 29 other colleges and universities whose names include the word “Washington,” the logotype must be used as presented in one of the four approved configurations.

Market research conducted with the university’s key constituencies has conclusively proved that all audiences — from alumni and friends to prospective students and parents — prefer “Washington University in St. Louis” as the official name. In addition, this was the name adopted by the Board of Trustees in 1976. The logo clearly identifies the university by the preferred name and helps differentiate it from any other “Washington.”

The logotype must not be separated into its various sections, such as use of the heraldic device (shield) by itself.

FOUR APPROVED VERSIONS—The Logotype Revision Advisory Committee developed four versions of the university’s logotype to provide greater flexibility in application while maintaining consistency of image.

The four versions may be used for web-based communications, PowerPoint presentations, print materials and promotional items. For guidelines on how to use the logo correctly, visit logo.wustl.edu.

The four approved versions of the logotype are:

THE ONE-LINE VERSION:



Washington University in St. Louis

The logotype is a federally registered trademark.

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

THE TWO-LINE HORIZONTAL VERSION:



THE TWO-LINE CENTERED VERSION:



THE THREE-LINE VERSION:



Specific uses for each version of the logotype exist. Please see pages xx-xx for more information.

REGISTERED TRADEMARK—The university has registered and protected each of the four approved versions of the entire logotype as a trademark. This requires that each version of the logotype be used for approved purposes and that it cannot be modified without approval. The names “Washington University in St. Louis” and “Washington University” are also protected under trademark laws.

TRADEMARK LICENSING—Washington University in St. Louis also has a licensing program for any imprinted merchandise using the university’s name or symbols, including all approved versions of the logotype.

Anyone desiring to buy or sell promotional items displaying the university’s name, nickname or symbols, to use the logotype to market a product or service, or to endorse a particular program must follow the university’s licensing protocol. Logos and symbols used for commercial purposes must also carry appropriate registration marks, which will be provided with licensing information. A graphic standards manual for licensed products is available at logo.wustl.edu. Approval of artwork for licensed products and questions about licensing should be addressed to the Office of Brand Management, (314) 935-8154.

OFFICIAL UNIVERSITY SEAL—The seal is limited to items for Commencement and those events sponsored by the Board of Trustees or the Chancellor. **Because special permission must be obtained for its use**, it will not be available electronically. Questions about its use should be addressed to the Office of Brand Management (314) 935-8154, or either University Marketing & Design or Creative Services and Marketing Communications at the School of Medicine. (See “Directory of Contacts.”)



GRAPHICS THAT MAY BE USED IN PLACE OF THE SEAL—Because of the restrictions on the use of the university’s official seal, two other circular graphics may be used instead in printed materials and on the Web.



Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

General Guidelines for Using the *Washington University in St. Louis* Logotype

6

The following policies may be subject to change. For assistance, do not hesitate to contact University Marketing & Design or Creative Services and Marketing Communications at the School of Medicine. (See the “Directory of Contacts.”)

SCHOOL LOGOS—For its schools, the university has developed school-specific versions of the logo whose design is based on the university-wide identity program. Only three of the four approved versions of the logotype are designed for use with school names. In the logo, the university’s name appears in a modified version of Goudy and the school names appear in a modified version of Minion regular, small caps, separated from the logo by a rule. Because the letterforms have been modified, use school logos only from official sources listed under “To Obtain Artwork.”

Before using the school versions of the logo, questions about their use or about obtaining art for schools on the Danforth Campus should be addressed to University Marketing & Design. Questions or requests involving the School of Medicine should be addressed to the Executive Director for Creative Services & Marketing Communications in the Office of Medical Public Affairs. (See “Directory of Contacts.”)

Approved School Versions of the Logotype

Arts & Sciences

College of Arts & Sciences

Graduate School of Arts & Sciences

Olin Business School

Sam Fox School of Design & Visual Arts

School of Engineering & Applied Science

School of Law

School of Medicine

George Warren Brown School of Social Work

University College in Arts & Sciences

Any other version of the official logotype adapted for another major division of the university must be cleared through University Marketing & Design or Creative Services and Marketing

Communications at the School of Medicine. Call (314) 935-5233 or (314) 286-0100.

Approved Versions of the Logotype for University-wide Units

Career Center

Danforth University Center

John C. Danforth Center on Religion & Politics

Division of Biology & Biomedical Sciences

Environmental Health & Safety

Facilities Planning & Management

Harvey A. Friedman Center for Aging

Gephardt Institute for Public Service

Graduate Student Senate

I-CARES (International Center for Advanced Renewable Energy & Sustainability)

Information Services & Technology

Institute for Public Health

Institute for School Partnership

Lieberman Graduate Center

McDonnell International Scholars Academy

Office of Sustainability

Photosynthetic Antenna Research Center

Police Department

Skandalaris Center for Entrepreneurial Studies

University Libraries

Washington, D.C. Programs

Weidenbaum Center on the Economy, Government, and Public Policy

UNIVERSITY-WIDE CENTERS, INSTITUTES, AND PROGRAMS

—The “school-based” version of the Washington University logotype (the logo with a rule and the school name appended below it in caps & small caps) is available to centers, institutes and programs that are officially recognized as university-wide. The university has designated a few of these as institution-wide, such as:

McDonnell International Scholars Academy
Skandalaris Center for Entrepreneurial Studies
International Center for Advanced Renewable Energy & Sustainability (I-CARES)
Institute for Public Health

If a center, institute or program is housed within a specific school or academic unit, the center must be identified with the school or unit within the university in all correspondence, printed materials, websites and other communications. For instance, the “Center for the Humanities” must be identified with “Arts & Sciences” as well as with Washington University in all of its communications and branding materials; or the “Center for Clinical Studies” must be identified as part of the “School of Medicine,” as well as with Washington University.

For centers, institutes and programs administratively connected with a school, those units are not permitted to append their names directly to the Washington University logotype without including their parent unit.

For multidisciplinary centers, institutes and programs connected with multiple schools, the university logo may be used. These units may not, however, append their names directly to the university logotype.

1. USE OF THE FOUR APPROVED VERSIONS:

To assure that the four approved versions of the Washington University in St. Louis logotype are used effectively, follow these guidelines.

THE ONE-LINE VERSION:

The approved one-line logo is **required** for:

- letterhead
- envelopes
- business cards

It is highly **recommended** for:

- memo pads

It may be used with the rule and a school name appended, as approved.

It is available for printed brochures, posters, clothing, signage, websites and other applications. Questions about its usage should be addressed to the offices listed in the “Directory of Contacts.”



Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

THE TWO-LINE HORIZONTAL VERSION:

The approved two-line horizontal logo is available for printed brochures, websites, posters, clothing and other applications. For guidelines regarding employee work apparel, please see Graphic Standards for Licensed Products.

It may be used with the rule and a school name appended, as approved.



Note: Do not copy these examples. See the section on "To Obtain Artwork" for how to get original artwork.

THE TWO-LINE CENTERED VERSION:

The approved two-line centered logo is available for printed brochures, posters, websites, clothing and other applications.

It may be used with an approved version of a school name.



Note: Do not copy these examples. See the section on "To Obtain Artwork" for how to get original artwork.

THE THREE-LINE VERSION:

The approved three-line logo is available for printed applications (brochures, posters, websites, etc.). It may be the best choice of the four versions for signage, as well as use on clothing and other licensed products.

It may NOT be used with the rule and a school name appended. (School names may be used independently of the logo.)



2. LOCATION OF LOGOTYPES—An approved version of the logotype must appear on the front cover of all publications and in a prominent location on all pages of all websites produced by units of Washington University in St. Louis. It also must appear on the back outside cover of all publications. Permission to seek variances to these rules must be sought from University Marketing & Design, from Creative Services and Marketing

Communications at the School of Medicine or from the Director of Trademark Licensing. (See “Directory of Contacts.”)

3. AUTHORIZED LOGOTYPES—The official four versions of the Washington University in St. Louis logotype (or the schools) must be reproduced from authorized original illustrations or electronic files and cannot be redrawn, repositioned or modified in any way. Each complete approved version of the logotype is a legally protected trademark.

4. WASHINGTON UNIVERSITY IN ST. LOUIS SHIELD—The heraldic device (shield) must always appear as shown in the official logotype and cannot be used independently — except in instances determined by the university’s marketing offices or the Vice Chancellor for Public Affairs.

5. ELECTRONIC APPLICATIONS AND OTHER USES—The guidelines herein also apply to the use of the university logotype in electronic databases, videos, CD-ROMs, Web graphics, Power Point presentations or any other form. Because the logo graphics for these purposes may need to be determined on a case-by-case basis, it is best to contact one of the offices in the “Directory of Contacts.”

6. REPRODUCTIONS AND MINIMUM SIZE—

When reproducing logotypes, it is best to select the exact size needed, rather than trying to enlarge or reduce it to fit. Also, the shield artwork is slightly different at the smallest size. In print applications, the minimum acceptable size for each version of the logotype is shown below:

For Web or other digital or electronic applications, see the “Web Guidelines” section.

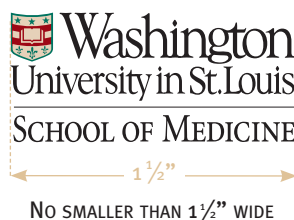
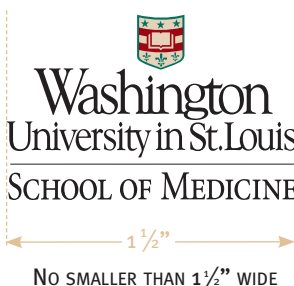
THE ONE-LINE VERSION:**THE TWO-LINE HORIZONTAL VERSION:****THE TWO-LINE CENTERED VERSION:****THE THREE-LINE VERSION:**

Electronic versions can be downloaded from the Web at **logo.wustl.edu**. For consultation and assistance in using the logo, contact University Marketing & Design or Creative Services and Marketing Communications at the School of Medicine. (See “Directory of Contacts.”)

SCHOOL OF MEDICINE

Minimum acceptable sizes outlined for the university logo apply to all uses of the School of Medicine logo, including those in co-branded communications.

For more information on co-branding the School of Medicine with partner institutions, see page xx of the Washington University Physicians logotype manual.

THE ONE-LINE VERSION:**THE TWO-LINE HORIZONTAL VERSION:****THE TWO-LINE CENTERED VERSION:**

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

7. PROTECTED AREA—When using any approved version of the logotype, it is important that the area surrounding it remain free of type or imagery, so that nothing competes with the logo for the viewer’s attention. To ensure this, each approved version of the logo must never appear closer than the height of the lower-case letter “n” in “Washington” to the edge of the paper or to any other typography or artwork.

The protected space around the logo for web applications and in other digital communica-

tions can be found at “Web Guidelines.”

The protected space also applies to promotional items and clothing.

8. COLORS FOR REPRODUCTION—On four-color publications and letterhead, the official logotype versions must be reproduced in four

OFFICIAL GREEN



OFFICIAL RED



PMS 342

UNCOATED PAPER

PMS 186

PMS 467

PMS 342

COATED PAPER

PMS 193

PMS 466

PMS 261-1

4-COLOR PROCESS

PMS 89-1

PMS 34-8

colors, with the shield printed in the three official colors described below, and the words “Washington University in St. Louis” printed in black ink. Separate electronic reproduction art is available for each color used in the shield, which must be printed in the following PMS (Pantone Matching System) colors:

For uncoated white paper: green PMS 342, red PMS 186, and beige field PMS 467.

For coated white paper: green PMS 342, red PMS 193, and beige field PMS 466, or the closest possible approximations when printing. (The reason for the difference in PMS colors is the effect that coated and uncoated papers have on color reproduction.) No other color combinations are permitted.

Please note: The colors applied on the logotype.eps [encapsulated postscript] files are for coated paper. You will need to apply the uncoated

THE ONE-LINE VERSION:



THE TWO-LINE HORIZONTAL VERSION:



THE TWO-LINE CENTERED VERSION:



THE THREE-LINE VERSION:



Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

14. REVERSE LOGOTYPES—In the event that an approved version of the logotype is to be used in reverse form against a dark background, use the official artwork for reverse reproduction. (Note: In the reverse versions, the shield remains in positive form, and there is a white border around the shield. This makes it important not to use artwork from positive reproductions for reverses.) Reverse logotype art may be obtained at logo.wustl.edu or by contacting University Marketing & Design or Creative Services and Marketing Communications at the School of Medicine. (See “Directory of Contacts.”)

FOUR-COLOR REVERSE:



ONE-COLOR REVERSE:



15. ACCOMPANYING TYPEFACES ON UNIVERSITY MATERIALS—The Minion* type family has been selected as the standard to accompany Washington University in St. Louis materials on which the logotype appears, including stationery, forms, and business cards. Minion was chosen for its compatibility with the logotype, its elegance, legibility, variety of weights, and availability. (If you do not have Minion available, you may substitute Times New Roman*—not Times or Times Roman—in the regular weight. If you can’t obtain either, contact the offices in the “Directory of Contacts.”) On such documents, the school names are available as noted in the section titled “To Obtain Artwork.”

Minion

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789’0’.,:’&!?\$

Minion Semibold

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789’0’.,:’&!?\$

Minion Bold

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789’0’.,:’&!?\$

Minion Black

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789’0’.,:’&!?\$

*Fonts may be purchased from www.adobe.com

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

If it is necessary to create school names, see “Guidelines for Letterhead,” “Guidelines for Envelopes,” or “Guidelines for Business Cards” for information appropriate to a specific use. ***Because the letterforms — and the shield at the smallest size — have been modified, work from electronic files.***

Brochures, catalogs, newsletters, and other publications may require the use of additional typefaces for headlines and text. Type families recommended* are:

Minion: Headlines: Minion bold 14 on 17. Text: Minion regular 10 on 12.

Goudy: Headlines: Goudy bold 14 on 17. Text: Goudy regular 10 on 12.

Berkeley: Headlines: Berkeley bold 14 on 17. Text: Berkeley book 10 on 12.

Adobe Garamond: Headlines: Garamond bold 14 on 17. Text: Garamond regular 10 on 12.

Helvetica: Headlines: Helvetica bold 14 on 17. Text: Helvetica regular 10 on 12.

16. OTHER USES OF THE LOGOTYPE—For other applications of the logotype and the school versions of the logotype (such as on mementos, bumper stickers, decals, T-shirts, etc.), it is best to contact either the Office of Brand Management or the Assistant Vice Chancellor & Executive Director of University Marketing & Design for advice before proceeding.

For the **School of Medicine logo**, contact the Executive Director for Creative Services & Marketing Communications in the Office of Medical Public Affairs.

Also be aware that the university has licensed the four approved versions of the logotype for use on imprinted merchandise. Anyone desiring to buy or sell promotional items displaying the university name, nicknames or symbols, or to use the logotype to sell a product, promote a service or espouse a cause must follow the licensing protocol.

Logos and symbols used for commercial purposes must also carry appropriate registration marks, which will be provided with licensing information. Approval of artwork for licensed products and questions about licensing should be addressed to the Office of Brand Management in the Office of Public Affairs, (314) 935-8154.

17. EXEMPTIONS—Exemptions from any of the above restrictions for any approved version of the logotype may be requested by contacting the Assistant Vice Chancellor & Executive Director of University Marketing & Design at (314) 935-5233 or via email: **logo_help@wustl.edu**.

For the **School of Medicine**, contact the Executive Director for Creative Services & Marketing Communications at (314) 286-0114 or via email: **heroux@wusm.wustl.edu**.

For **promotional items**, contact the Office of Brand Management at (314) 935-8154 or via email: **licensing@wustl.edu**. A list of licensed suppliers is available from the Brand Management office.

*Fonts may be purchased from www.adobe.com

Web Styleguide



GENERAL STATEMENTS—A consistent Web identity is essential for enhancing the university’s global mission in the 21st century. All websites for departments, offices and related entities of Washington University must feature the official university logo in a prominent location on the site index (home) page, in the upper 300 pixels. On secondary pages, a smaller logo may be used in the same location chosen for the index page.

For further information about proper use and to download artwork, please visit logo.wustl.edu.

For additional information on trademarked symbols, logos and domain names, please visit wustl.edu/policies/#trademark.

SPECIFICATIONS—Logos (one-line or two-line) must be placed on a solid background, which can be any color but the type in the logo can only be black or white. No geometric, repeat-



ing or organic shapes may appear “behind” the university’s mark/logotype.

Proper hex values for the official WUSTL colors are:

- Green = #007360
- Red = #9d0917
- Tan = #e6d2ba

• Minimum sizes

One line logo: 350 pixels wide

Two-line logo: 200 pixels wide

- Padding & Margins = Must be no less than 1/2 of the “n” height of the WUSTL mark.
(Example: If the height of the “n” in the logo is represented at 30 pixels, then the padding must be 15 pixels minimum.)

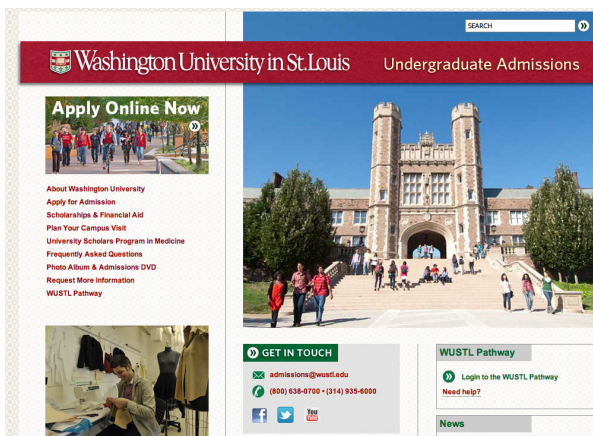
The official logotype must be reproduced exactly as supplied by the university. It must not be separated into its various sections, used in part, or modified in any way. The university shield (or crest) may be used only as part of the official university logotype (federally registered trademark). The shield (or crest) may not be used alone.



Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

School and university-wide unit versions of the logo are available at logo.wustl.edu. (Minimum size requirements apply.) When names of departments within schools or units will be used with the official university or school version logotypes, the following guidelines apply:

1. Place beneath and slightly separated from the official logotype.
2. Use a contrasting font, preferably an italic or script font or Helvetica regular.
3. A line or “rule” should be used only in the official school versions of the logotype. It is not permitted for a rule to separate a department name from the university’s name. When the school or university-wide unit version of the logotype is used, no “rule” should appear between



the school name and department name.

WUSTL BASIC WEB STANDARDS—Each site must display full contact (mailing, phone, email) information for the department, office or entity of ownership, including the full street mailing address with zip code. Recommended placement is in the site footer or on a “contact us” page prominent in the navigation.

All sites must feature a link to university copyright information at wustl.edu/policies/copyright.html.

All pages must feature a reciprocal and prominent link to wustl.edu in the top of the page.



All services of and information about the university, and any of its schools, departments, divisions, centers, faculty, staff and fiscal and operating units posted on the internet by members of the university community must use only the wustl.edu domain name for websites or other use of the Internet and may not obtain or operate under other domain names, including .com, .net, etc. Websites combining university entities in a wustl.edu domain name, such as library.wustl.edu, assemblyseries.wustl.edu, and medschool.wustl.edu are permitted. For the full domain name policy please visit wustl.edu/policies/domain.html.

For proper marketing of new websites via links from wustl.edu, please alert Digital Communications Marketing to their existence.

Sites should avoid the phrase “click here” for link text.

Downloads must be identified by file type and size. *Example: Logo Guidelines (PDF) - 128KB*

For more information or assistance, contact:

Digital Communications Marketing
Office of Public Affairs
Campus Box 1070
One Brookings Drive
St. Louis, MO 63130-4899
Tel. (314) 935-5230
Email: webteam@wustl.edu

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

Mobile Technology Guidelines

The university has established strategy and publishing guidelines, as well as an approved suite of mobile icons, for the creation of mobile applications and other technologies. For guidance in getting new mobile apps created and published, please contact:

John Bailey
Manager, Technical Services and Support
Tel. (314) 935-4570
Email: jwbailey@wustl.edu

Social Media Guidelines

The university has established strategy and publishing guidelines for the creation of social media websites. For guidance please visit <http://wustl.edu/policies/socialmedia.html> or contact:

Alice Hoette
Content Strategist
Public Affairs
Tel. (314) 935-7784
Email: alice_hoette@wustl.edu

WEB DOMAIN LOGOTYPE—The university has developed two versions of its identity consisting of “wustl.edu” and the name “Washington University in St. Louis.” These versions may be used in a document (print or digital) that has a strong connection to the *wustl.edu* website.

WEB DOMAIN LOGOTYPE WITH RULE:



WEB DOMAIN LOGOTYPE WITHOUT RULE



SCHOOL OF MEDICINE—Versions of the Washington University School of Medicine and Washington University Physicians logos were specifically created for digital communications and website development. These approved digital versions of the logos may be used at the top of sites pertaining to school-based or clinical communications, respectively. Please contact Creative Services and Marketing Communications for assistance.

Power Point Guidelines

The Office of Medical Public Affairs has created positive and reverse versions of PowerPoint templates to assist faculty, students and staff promote the School of Medicine and Washington University brands.

SCHOOL OF MEDICINE VERSION

For uses related to the School of Medicine's tripartite mission of patient care, research and education, or for communications solely dealing with the School's education or research mission. This version of the PowerPoint templates uses the Washington University School of Medicine logo.



[Download POSITIVE version](#)

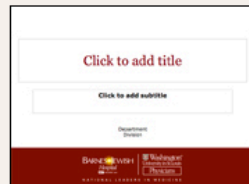


[Download REVERSE version](#)

CLINICAL VERSIONS

Adult clinical endeavors

The School of Medicine partners with Barnes-Jewish Hospital on clinical endeavors related to care of adult patients. A special template, containing the co-branded logos of Barnes-Jewish Hospital and Washington University Physicians, helps communicate this relationship.



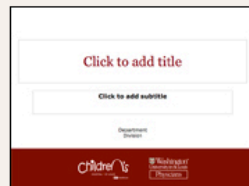
[Download POSITIVE version](#)



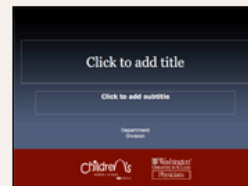
[Download REVERSE version](#)

Pediatric clinical endeavors

The School of Medicine partners with St. Louis Children's Hospital on clinical endeavors related to the care of pediatric and adolescent patients. A special template, containing the co-branded logos of St. Louis Children's Hospital and Washington University Physicians, helps communicate this relationship.



[Download POSITIVE version](#)



[Download REVERSE version](#)

Adult/pediatric clinical endeavors

For communications representative of both adult and pediatric clinical endeavors, use the template that bears the Washington University Physicians logo.

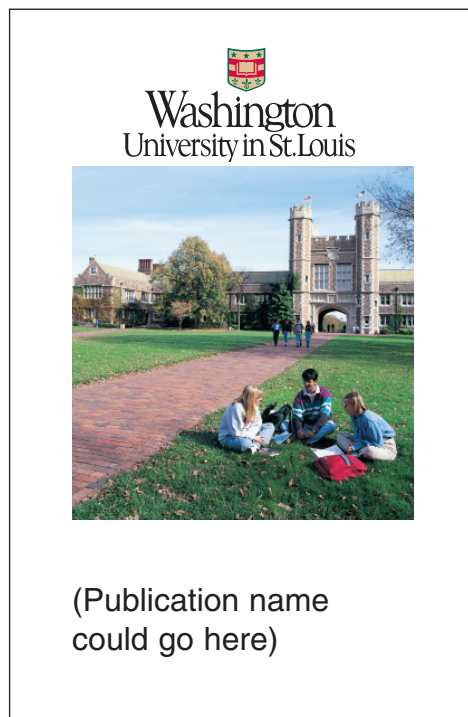
Logo Use Guidelines for Flyers, Brochures, Posters and Advertising

20

All printed materials paid for in part or in whole with university funds must include one of the four approved versions of the Washington University in St. Louis logotype on the front cover and the outside back cover. Schools and university-wide units may use the approved school-specific or university unit versions. Any exceptions must be reviewed and approved by University Marketing & Design or the Executive Director for Creative Services & Marketing Communications in the School of Medicine. (See “Directory of Contacts.”)

Guidelines for Flyers

An approved version of the logotype must *always* appear prominently on a flyer.



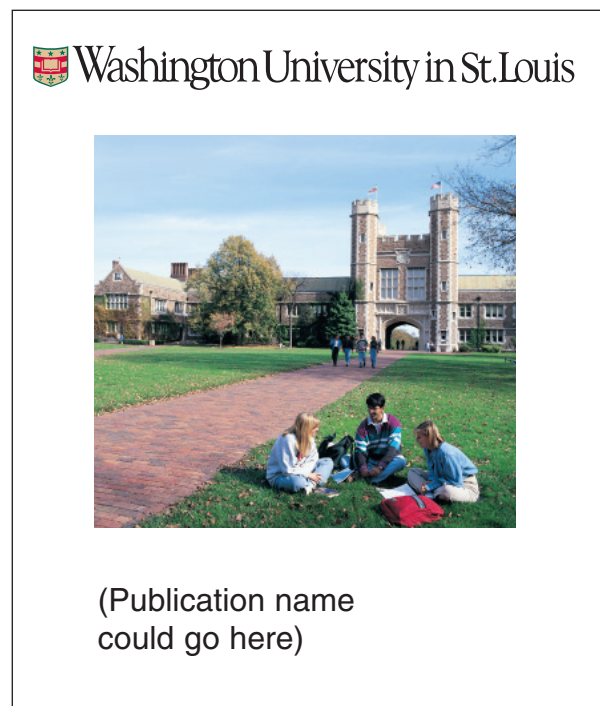
FLYER

Guidelines for Brochures

An approved version of the logotype must *always* appear prominently on the front cover of a brochure. **It is permissible to use any of the four approved versions.** A version of the logotype (which may be a school version) must also appear on the outside back cover of a brochure in conjunction with the return address or by itself. It may appear at any location on the printed surface, although the upper left quadrant of the back cover is preferred. Unless the publication is produced in four colors, the logotype should appear in its one-color form, preferably in black ink.

The university logo must be clearly identifiable and must be **prominent**, though not necessarily dominant.

If you have questions about the appropriate use of the logo on a brochure, see the “Directory of Contacts.”



BROCHURE

These examples are guidelines only—not templates.

Guidelines for Posters

Posters must prominently display an official university logotype. For posters that include pads of reply cards, it is preferred that the logo be printed on the body of the poster rather than on any reply cards.

Guidelines for Advertising

Display advertisements paid for with university funds or promoting university endeavors must prominently carry one of the approved versions of the logotype. (This does not apply to classified ads.)

Advertising guidelines are under review. For up-to-date information, contact the Office of Brand Management, (314) 935-8154 or licensing@wustl.edu

The logo may not be used below minimum size. (See the section on “Reproductions and Minimum Size.”)



POSTER



Earn a Master's degree
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OR
American Culture
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e-mail: ucollege@artsci.wustl.edu
REGISTER ON LINE:
www.artsci.wustl.edu/~ucollege/

 **Washington University in St. Louis**
UNIVERSITY COLLEGE IN ARTS & SCIENCES

ADVERTISEMENT

Logo Use Guidelines for Letterhead, Envelopes and Business Cards

22

Letterhead, envelopes and business cards are among the primary ways that Washington University in St. Louis presents itself to external publics — those who may or may not know the university well. Because of this, it is important for Washington University to project its visual image as clearly and consistently as possible — to build recognition for the university and to project the university's attributes and quality.

To assist in this effort, university policy requires the use of approved official university letterhead for all business and academic correspondence by faculty and staff, including faculty and staff at the School of Medicine. **Approved vendors must be used for printing these items, as specified by Purchasing Services.** See purchasing.wustl.edu, then click on "Printing" in the left-hand navigation bar.

Questions about this policy or requests for any variation may be addressed to University Marketing & Design or Creative Services and Marketing Communications in the Office of Medical Public Affairs. (See "Directory of Contacts.")

The following guidelines were presented to the Board of Trustees and endorsed in May 2000.

Guidelines for Letterhead

Official Washington University in St. Louis letterhead uses the one-line version of the university logotype (either by itself or with the names of one of the schools or university-wide units) at the upper left. The name of the school, office or division goes below it. Only logos approved for letterhead and envelopes may be used. See the section "To Obtain Artwork" to find the correct version of the logotype and size to be used.

To further build a consistent identity, either the departmental, school or university website address (www.wustl.edu) must appear with the address information at the bottom of the letterhead. In that location, other information includes the mailing address, telephone number, fax number and email address, as appropriate.

No other logo, symbol or identity ("co-brand") may go on the letterhead without prior approval

of the Assistant Vice Chancellor & Executive Director of University Marketing & Design, the Executive Director for Creative Services & Marketing Communications in Medical Public Affairs, the Associate Vice Chancellor for Medical Public Affairs, or the Vice Chancellor for Public Affairs. (See the "Directory of Contacts.") Where approved, the symbol or type should appear in the lower right corner in most cases.

Letterheads and envelopes must be purchased through Purchasing Services, Campus Box 1069, (314) 935-4298. Graphic consultants are available to assist you; contact University Marketing & Design or Creative Services and Marketing Communications in the Office of Medical Public Affairs. (See the "Directory of Contacts.")

If it is necessary to set type for **letterhead**, set Arts & Sciences, College of Arts & Sciences, Graduate School of Arts & Sciences, Brown School, Olin Business School, Sam Fox School of Design & Visual Arts, School of Engineering & Applied Science, School of Law, and School of Medicine 21.5 point, track of -4, condensed 82 percent.

The name of an office or department is set in Minion semibold 12 point with 2 points of leading between lines (12 on 14), 1-1/8" from left edge and 3/8" below logotype. If a name and title must be added, the name is set in 10 point bold regular with 2 points of leading between the name and title (10 on 12). The title is set in 10 point Minion italic regular. All other address information for letterhead should be set in Minion regular, upper and lower case, 10 on 14. For letterhead, lines of address are set flush left in the lower left corner 1-1/8" from the edge.

1. DANFORTH CAMPUS ADDRESSES—On letterhead and envelopes, it is important for the university to be identified in the address as "Washington University in St. Louis."

Information at the top of the letterhead (upper left-hand corner) may include the name of the school or other major unit for which the letterhead is being printed. A specific unit of this major or parent unit or a subordinate office or division will appear below the name of the major unit.

Address information on letterhead should always appear at the bottom of the page, giving (in the following order): name of “Washington University in St. Louis”; campus box number; the street address “One Brookings Drive”; the city, state, and zip (usually St. Louis, Missouri 63130-4899); and complete phone number with area code. These may be followed by a fax number and an email address, and must end with a departmental, school or the university’s main Web address: www.wustl.edu.

School versions should have a 1/2 point rule placed 1-1/8” from the left and right margins, and between the logotype and the school names. The rule should not touch the descenders of the logotype (g and y), but go below them.

NOTE: All departments within **Arts & Sciences** are required to use the one-line Arts & Sciences version of the logo on letterhead. See below for the School of Medicine. Other schools should consult with the dean’s office for requirements. For information regarding the addition of other parent units, please contact University Marketing & Design. (See “Directory of Contacts.”)

2. WEST CAMPUS, NORTH CAMPUS AND OFF-CAMPUS ADDRESSES—The address information to appear at the bottom of letterhead must use: the name of “Washington University in St. Louis,” the campus box number, and the street address. (For the West Campus, the street address is usually 7425 Forsyth [or as assigned by the U.S. Postal Service]; the zip code is 63105–2103.) For the North Campus, the street address is usually 700 N. Rosedale; the zip code is 63112. These are followed by the phone number, and may include the fax number and the email address. Finally, a departmental, school or the university’s main Web address (www.wustl.edu) must appear with the mailing address on the letterhead.

3. SCHOOL OF MEDICINE ADDRESSES—All departments within the **School of Medicine** require the use of the one-line School of Medicine version of the logo on letterhead. Information at the top of the letterhead (upper left-hand cor-

ner) is reserved for academic departments, non-academic department names appear below them and may be followed by names of non-academic departments, divisions, administrative offices or centers within a department. (If a center is multi-departmental, then the department should not be listed.) For information regarding the use of the School of Medicine logo, contact Creative Services and Marketing Communications in the Office of Medical Public Affairs. (See the “Directory of Contacts.”)

Address information on letterhead should always appear at the bottom of the page, flush left, giving (in the following order): “Washington University School of Medicine at Washington University Medical Center”: campus box number; the street address; the city, state, and zip; the complete phone number with area code; and may include the fax number and the email address. The last item in the address must be a departmental, School of Medicine or the university’s main Web address (www.wustl.edu).

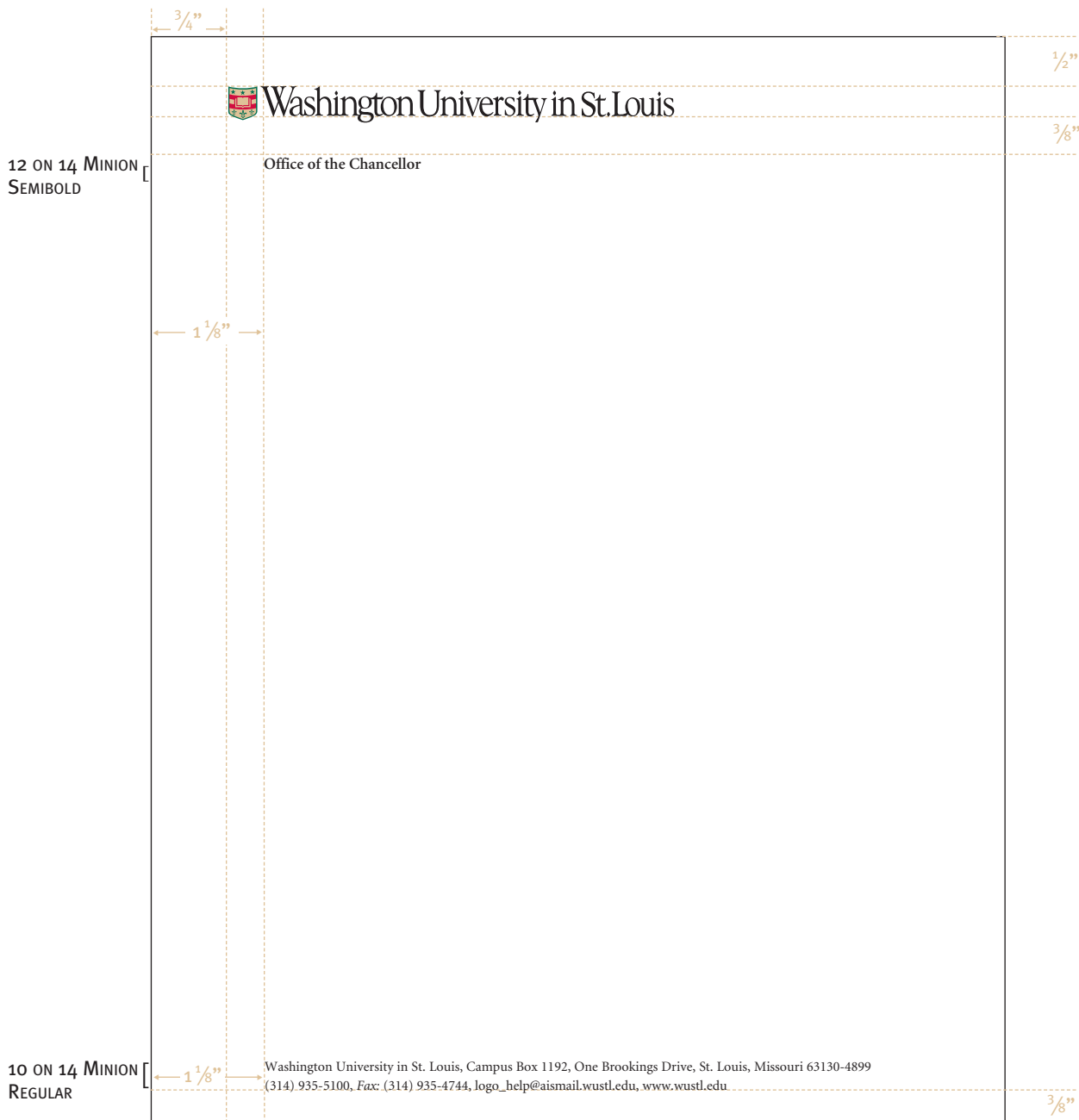
4. LETTERHEAD SIZES—The official letterhead must be printed on 20-lb. white, non-rag bond in two sizes — either standard size, 8-1/2 x 11 inches, or Monarch size, 7-1/4 x 10-1/2 inches. (Where possible, use official Washington University in St. Louis letterhead paper, which may be ordered in printed and in unprinted form through Purchasing Services.)

5. OTHER LOGOS ON LETTERHEAD—Letterheads usually do not carry multiple logos. School employees shall use letterhead bearing the single-line version of their school’s approved logo.

Institutional agreements exist with Barnes-Jewish Hospital and St. Louis Children’s Hospital. These agreements stipulate how hospital logos may be used on Washington University stationery and business forms (including business cards). For assistance with this matter, please contact Creative Services and Marketing Communications in the Office of Medical Public Affairs.

6. INK COLORS—Letterhead should be printed in four colors, with the logo printed in Washington University in St. Louis’s official colors for uncoated paper: green (PMS 342) and red (PMS 186) over a beige field (PMS 467) for the shield and black

for the rest of the logotype. All other information must be printed in black ink. Because of the use of heat-producing copy machines and laser printers, all inks (and papers) should be laser-compatible. One-color letterheads in black ink are appro-



60% OF ACTUAL SIZE

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

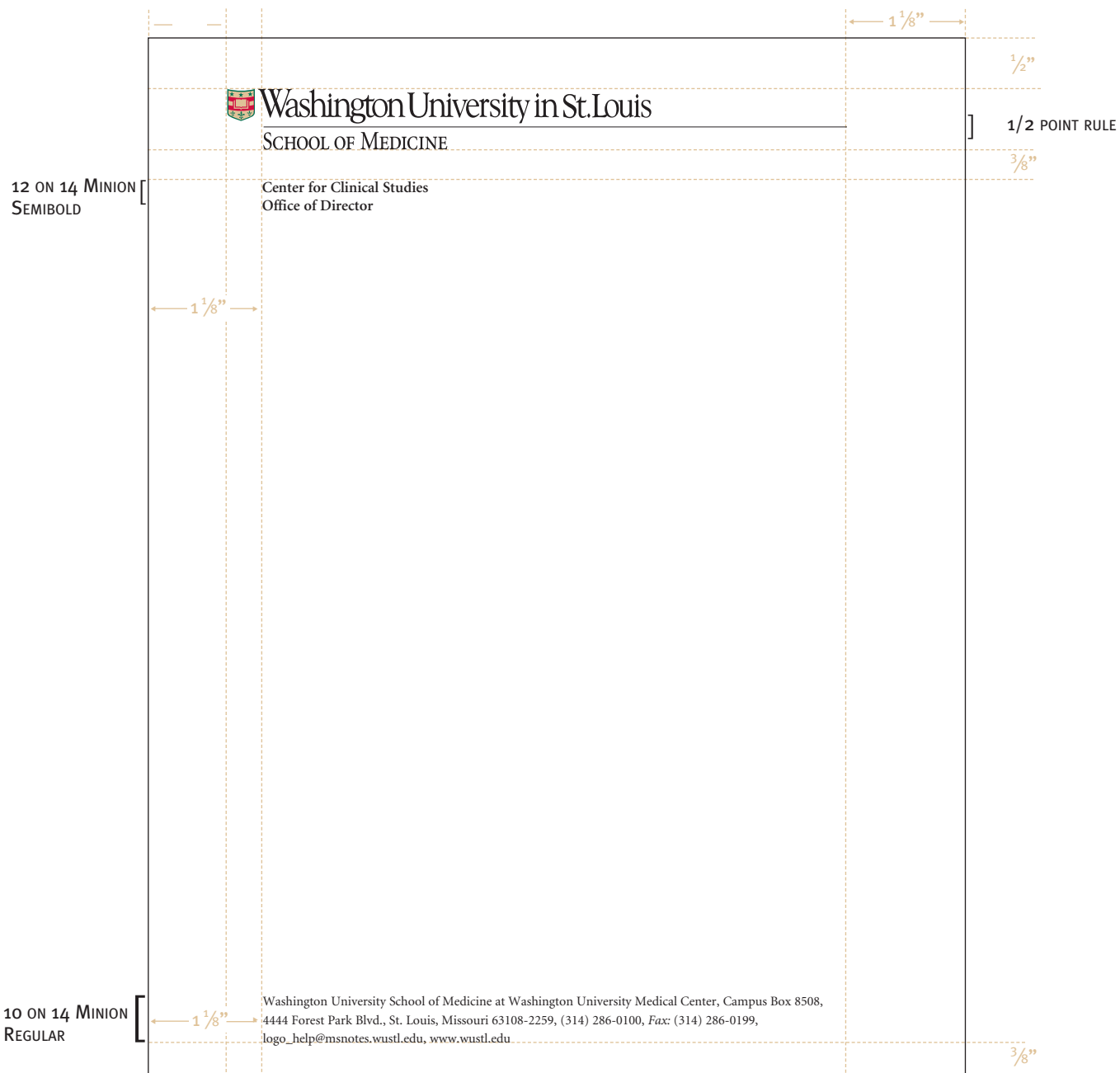
priate for laser-printer-generated letterheads and mass-produced mailings. Envelopes should be in black ink only, although colors are permitted at higher cost.

7. FORMAT—On letterhead the position of the one-line version of the logotype appears 3/4" from the left edge, 1/2" down from the top, with

3/8" between the logotype and the office name. Address information appears at the bottom of the page, 1-1/8" from the left edge.

Guidelines for Envelopes

Envelopes should be in the standard sizes — No. 6-3/4, computer size, No. 7-3/4 (Monarch), No. 9, or No. 10 — manufactured with the offi-



60% OF ACTUAL SIZE

Note: Do not copy these examples. See the section on "To Obtain Artwork" for how to get original artwork.

cial paper for letterhead and/or white wove stock. For automation, window envelopes in any of the above sizes may provide additional economies in time and expense.

NOTE: For envelopes with the one-line university logo and no more than four lines of type in the address, the address may be positioned 3/16" below the logo. If an address is five or more lines or if a school name and rule are appended to the logo, the return address should be positioned 1/4" to the right of the logotype on the face of the envelope. (If you are not certain whether your envelope art remains clear of the OCR read area as required by the U.S. Postal Service (USPS), contact the USPS or have your envelope printer check the artwork.) It is important to check with the U.S. Postal Service before printing, because they can reject non-conforming envelopes.

For university-wide correspondence with no more than a 4-line address in addition to the logo: The one-line version of the university logo must appear at the upper left-hand corner. The address information may appear 3/16" below the logotype, but must remain above the OCR clear area required by the U.S. Postal Service. (See example, but consult with the U.S. Postal Service if in doubt.)

For School versions or university-wide correspondence with more than a 4-line address: To avoid the OCR read area required by the U.S. Postal Service, address information should be positioned to the right of the one-line logotype and school name, as shown, 1/4" to the right of the logo.

Address information for **envelopes** should be set in 8.5-point Minion regular, with 2 points of leading (8.5 on 10.5). Office or departments set in Minion bold and the same size as rest of address.

Other icons or symbols

A university unit may — with prior approval

from University Marketing & Design, or Creative Services and Marketing Communications in the School of Medicine — use a special icon or symbol on the face of an envelope as long as the university logotype (or the School of Medicine logotype) appears on the flap.

SCHOOL LOGOTYPES—Special versions, which combine the name of the school with three of the approved versions of the university's logotype, have been developed for all seven schools and for certain university-wide units. The three-line version is not to be used in combination with school or unit names. Copies of school logotypes can be downloaded from the Web at **logo.wustl.edu** or may be obtained by contacting University Marketing & Design or Creative Services and Marketing Communications in the Office of Medical Public Affairs. To keep the correct relationship between the logo, the rule, and the school name, *work from the electronic files.*

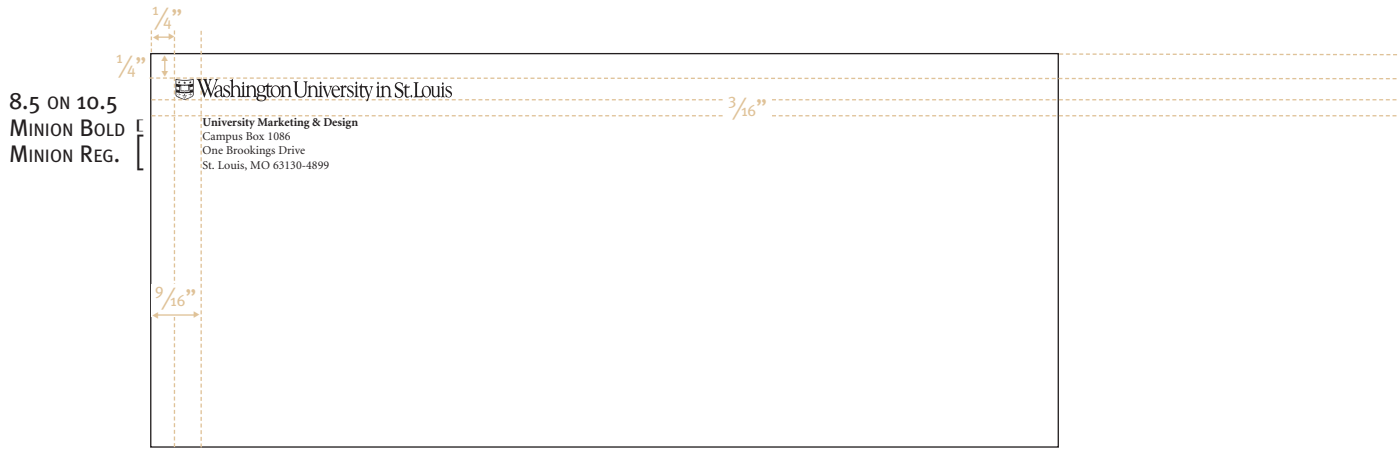
1. DANFORTH CAMPUS—On envelopes, the university's name, the department or office name, the campus box number, street address, city, state and zip code must appear. Envelopes may use school-specific versions of the logo.

2. WEST CAMPUS—The street address is "7425 Forsyth Boulevard" (or other); the city, state, and zip are "St. Louis, MO 63105-2103."

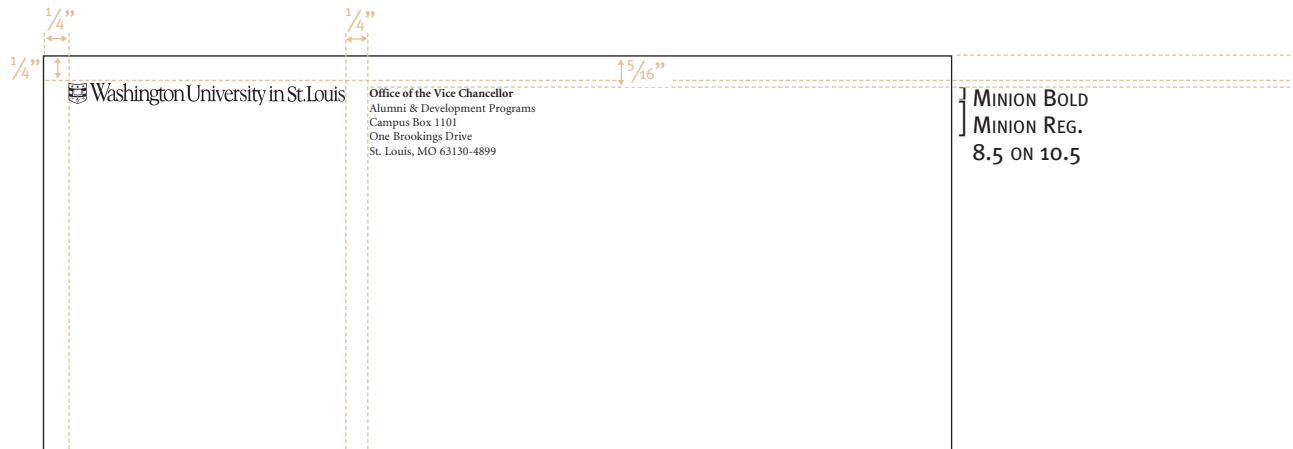
3. NORTH CAMPUS—The street address is "700 N. Rosedale" (or other); the city, state, and zip code are "St. Louis, MO 63112."

4. SCHOOL OF MEDICINE—On the envelope, use the School of Medicine version of the one-line logo and include the department, office or division name; the campus box number; street address; city, state and zip code. Do not put "Washington University School of Medicine at Washington University Medical Center" on the envelope.

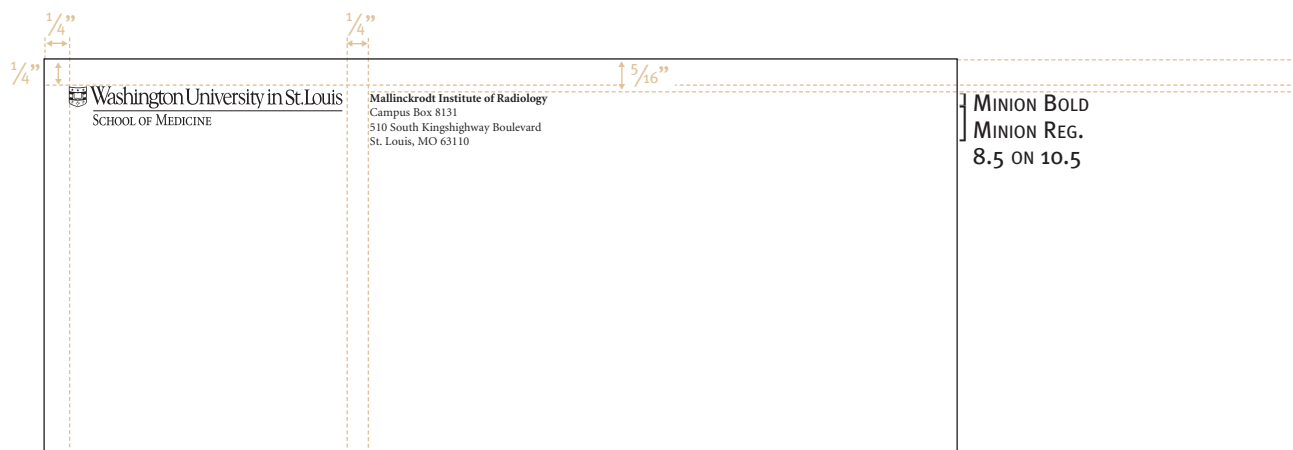
4. 560 MUSIC CENTER—The street address is "560 Trinity Ave."; the city, state and zip code are "St. Louis, MO 63130."



50% OF ACTUAL SIZE



50% OF ACTUAL SIZE



50% OF ACTUAL SIZE

Note: Do not copy these examples. See the section on "To Obtain Artwork" for how to get original artwork.

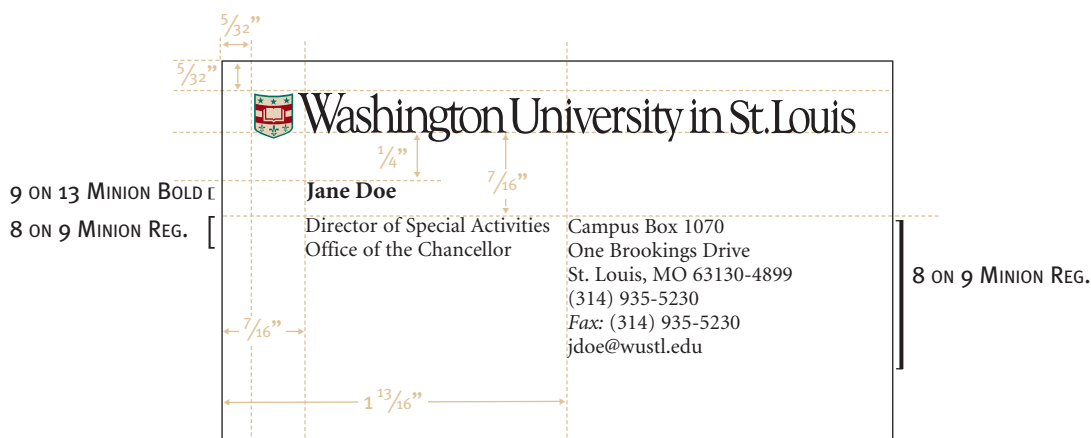
Guidelines for Business Cards

For economy, business cards should be printed 3-1/2 x 2 inches in black ink. Where appropriate, the more expensive four-color one-line version of the logotype may be used with name and address information in black ink. Paper stock is to be 80-lb. Neutech cover.

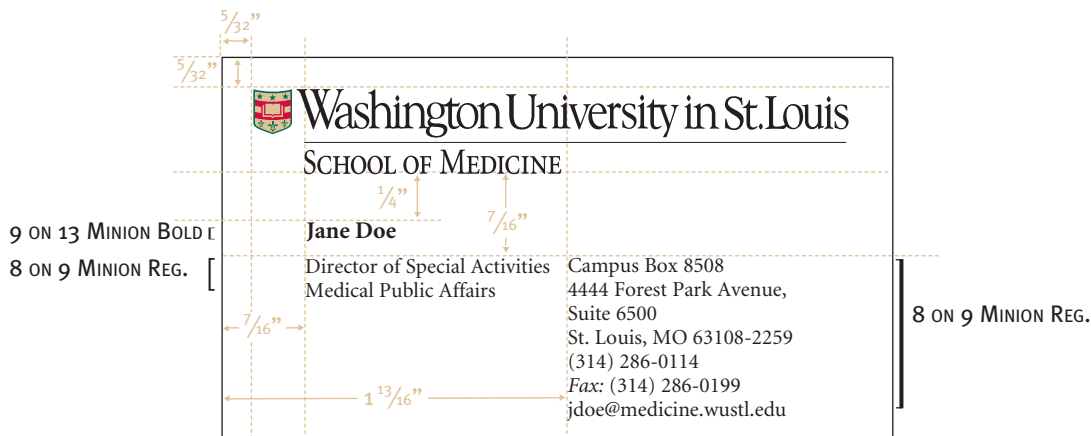
Cards should be purchased through the Washington University in St. Louis Purchasing Services department. (See “Directory of Contacts.”) Special problems, such as multiple titles, extra telephone numbers, etc., will be resolved on a case-by-case basis. This may require imprinting the reverse side of the card at additional cost.

OTHER ICONS OR SYMBOLS—A university unit may — with prior approval from University Marketing & Design, or Creative Services and Marketing Communications in the School of Medicine — use a special icon or symbol on the reverse side of the business card. This will entail additional expense.

1. DANFORTH CAMPUS—All business cards must use the one-line version of the logotype and may use the appropriate school or university-wide unit version. Use the small version of the electronic files because the shield has been modified for use at small sizes. Names should be set in 9 point Minion bold, upper and lower case, with 4 points of leading between the name line and the title line (9 on 13). Other information on the card should be set in Minion 8 on 9 regular, upper and lower case,



ACTUAL SIZE



ACTUAL SIZE

Note: Do not copy these examples. See the section on “To Obtain Artwork” for how to get original artwork.

and should include: title; department; official address (Campus Box number, the street address of “One Brookings Drive”); city, state and zip code; complete office telephone number with area code; and, where appropriate, home telephone number. These may, as needed, be followed by a fax number with area code and by an email address. Due to limitations of space, no other information should be included.

2. WEST CAMPUS, NORTH CAMPUS AND OFF-CAMPUS ADDRESSES—Business cards must use the one-line version of the logotype. Names should be set in Minion bold, 9 point upper and lower case with 4 points of leading between the name line and the title line (9 on 13). Address information should be set in 8 on 9 Minion regular, upper and lower case. Be sure to use the campus box number and the street address assigned by the U.S. Postal Service. (For the West Campus, the street address is 7425 Forsyth [or other]; the zip code is 63105–2103. For the North Campus, the street address is usually 700 N. Rosedale; the zip code is 63112.)

3. SCHOOL OF MEDICINE—Business cards must use the one-line version of the logotype with the rule and “School of Medicine” set in Minion regular, small caps. *Work from electronic files because the letterforms and shield have been modified.* Names should be set in 9 point Minion bold, upper and lower case, with 4 points of leading between the name line and the title line (9 on 13). Other information on the card should be set in Minion 8 on 9 regular, upper and lower case, and should include: title; department; official address (Campus Box number, the street address); city, state, and zip code; complete office telephone number with area code; fax number; email address, and, when appropriate, home telephone number. Due to limitations of space, no other information should be included.

LOGOMARKS OF AFFILIATED PARTNERS—

The placement of logos of hospitals affiliated with the School of Medicine, such as Barnes-Jewish Hospital and St. Louis Children’s Hospital, is reserved for the back of business cards. Please contact the Executive Director for Creative Services and Marketing Communications in the Office of Medical Public Affairs for assistance.

Official Typeface for Letterhead, Envelopes and Business Cards

Letterhead, envelopes and business cards must use the one-line version of the university logo. School names must be separated from the logo by a 1/2 point rule and must appear in Minion Regular Small Caps. *Work from electronic files for school names because the letterforms and shield have been modified.*

If you do not have access to Minion, it is permissible to substitute Times New Roman regular — but not Times or Times Roman. If you don’t have access to either Minion or Times New Roman, contact University Marketing & Design or Creative Services and Marketing Communications in the School of Medicine. See “Directory of Contacts.”

REQUESTS FOR EXEMPTIONS—All requests must be submitted to the Assistant Vice Chancellor & Executive Director of University Marketing & Design at (314) 935-5233, or Campus Box 1086, or email: logo_help@wustl.edu.

For the **School of Medicine** logo, contact the Executive Director for Creative Services & Marketing Communications, at (314) 286-0100, or Campus Box 8508, or email: heroux@wusm.wustl.edu.

Logo Use Guidelines for Forms

(Memoranda, Messages, Transmittals, Requisitions, etc.)

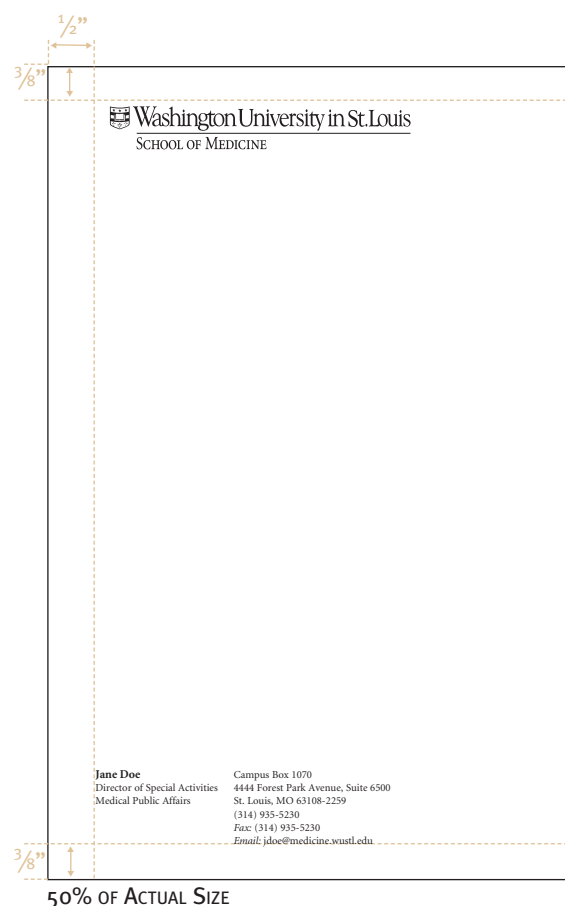
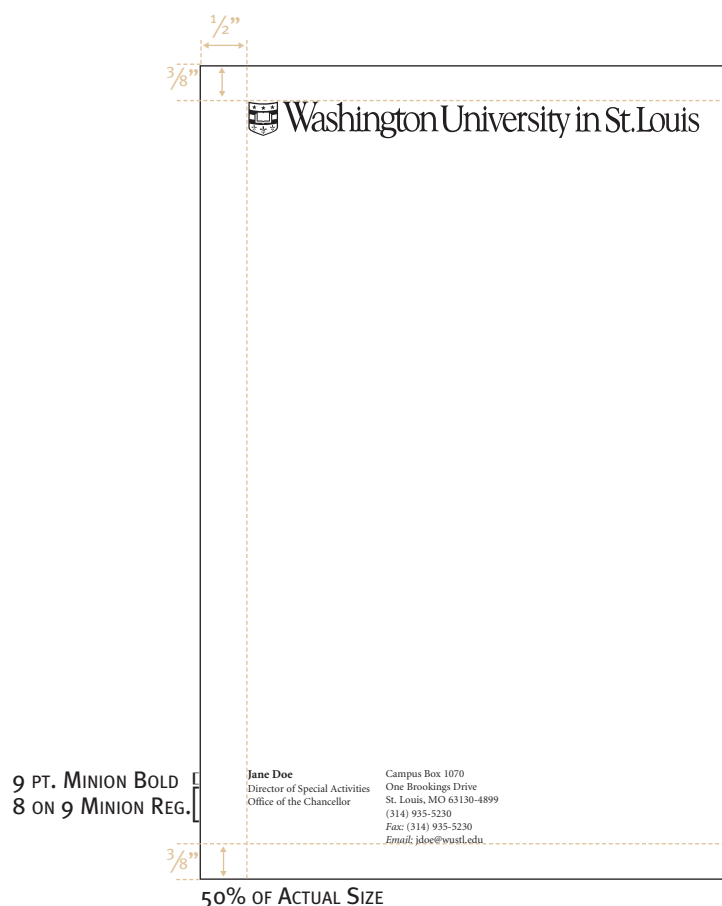
30

Guidelines for Memoranda

When these forms use the official Washington University format, they should be printed either 5-1/2 x 8-1/2 or 4 x 5-1/2 inches in size, *only* in black ink, and on 20-lb. white offset or bond stock. The one-line Washington University in St. Louis logo (or school version with the school name in Minion regular, small caps) should appear in the upper left-hand corner 1/2" from the left edge—same size logo as for letterhead—in black ink.

For best results, use electronic files. Names are

set in Minion bold, 9 point, upper and lower case. Title, campus box number, and complete phone number (followed, as appropriate, by fax number and e-mail address) should appear in 8 on 9 Minion regular, upper and lower case, in two columns at the lower left, per the examples below. If you are interested in another configuration, please consult with University Marketing & Design or with Creative Services and Marketing Communications at the School of Medicine.



Memoranda examples

Note: Do not copy these examples. See the section on "To Obtain Artwork" for how to get original artwork.

When to Use the <i>Washington University Physicians</i> Logotype	32
Which Version to Use	33
How to Use the <i>Washington University Physicians</i> Logotype	
Logo and Design General Standards.....	34
Logo and Design Standards for Letterheads	39
Logo and Design Standards for Envelopes.....	45
Logo and Design Standards for Business Cards	46
Logo and Design Standards for Forms.....	47
Logo and Design Standards for Other Applications	48
Logo and Design Guidelines for Co-Branding with Partner Institutions.....	49
Contact Information for <i>Washington University Physicians</i> Logo	52

When to Use the *Washington University Physicians* Logotype

The logotype is designed to be applied to materials that relate directly to or convey messages about the School of Medicine's **clinical practice endeavors**. For example, it is to be used on stationery dedicated to patient-care correspondence and for materials that promote clinical services provided by faculty of the School of Medicine.

It is not designed to be used for endeavors related to the school's research or teaching missions; the Washington University School of Medicine logotype (and its guidelines) is to be employed for these purposes.

All clinical programs, centers and institutes of Washington University School of Medicine should be clearly identified as being endeavors of *Washington University Physicians*.

The *Washington University Physicians* name also is to be included in all descriptive material regarding clinical programs and services jointly sponsored by Washington University School of Medicine and its affiliate hospitals including Barnes-Jewish Hospital, St. Louis Children's Hospital, Barnes-Jewish West County Hospital and Barnes-Jewish St. Peters Hospital.

This includes:

- Patient education and information materials;
- Marketing materials and advertisements;
- Stationery and forms used for clinical purposes;
- Exterior and interior building signage.

Additionally, the *Washington University Physicians* logotype should be employed on:

- Clinical faculty members' white coats worn in clinical settings;
- Registration materials and clinical service billing statements.
- Work clothing and apparel for clinical staff.

The logotype has several versions. **Version A is designed principally to be used for letterhead, business cards and envelopes.** It consists of the university shield followed on a single line by the words “Washington University Physicians,” underscored by a rule, beneath which the words “Washington University School of Medicine in St. Louis” appear.

This is VERSION A:



Version B — designed principally for publications, advertising, white coats, uniforms, promotional materials and co-branded efforts with legitimate partners — consists of the university’s logotype in the two-line horizontal version over a color bar in which the word “Physicians” is set in upper and lower case in a uniquely modified and trademarked version of the typeface Goudy.

This is VERSION B:



Version C — a more vertical configuration — is also designed for publications, advertising, lab coats, uniforms, promotional materials and co-branded efforts with legitimate partners. It consists of the university’s logotype in the two-line centered version over a color bar in which the word “Physicians” is set in upper and lower case in a uniquely modified and trademarked version of the typeface Goudy.

This is VERSION C:



The official logotype should not be modified nor separated into its component parts.

Unique versions exist for offset printing applications, one-color applications and low-resolution applications such as personal printing on laser printers, FAX and photocopy uses (see page 6). If you have any questions concerning which version is correct for an application, please contact Creative Services and Marketing Communications (see “Contacts”).

Note: Do not copy these examples. See the “Contacts” section for how to get original artwork.

How to Use the *Washington University Physicians* Logotype

34

General Standards

To ensure that the logotype is used effectively, these standards should be followed:

REGISTERED TRADEMARK—The Faculty Practice Plan has registered and protected the entire logotype in all of its versions as a trademark. This requires that it be used for approved purposes, and that it cannot be modified without approval. The entire logotype must be used as presented. It must not be separated into its various sections, such as the heraldic device (shield) or simply the word “Physicians” by itself.

AUTHORIZED LOGOTYPE—The official *Washington University Physicians* logotype must be reproduced from authorized original electronic files and cannot be redrawn, reproportioned, or modified in any way. The logotype is a legally protected trademark.

WASHINGTON UNIVERSITY SHIELD—The heraldic device (shield) must always appear as shown in an official logotype and **cannot be used independently**.

REPRODUCTIONS AND MINIMUM SIZE—

When reproducing the logotype, it is best to select the exact size needed or as close thereto as possible from among the choices provided, rather than trying to enlarge or reduce it to size.

Version A of the logotype must not be reproduced in sizes smaller than 3-1/8 inches wide. Versions B and C must not be reproduced in sizes smaller than 1-1/2 inches wide.

Minimum size specifications apply to all uses, including those associated with co-branded efforts with hospital partners.

VERSION A:



NO SMALLER THAN 3 1/8" WIDE

VERSION B:



NO SMALLER THAN 1 1/2" WIDE

VERSION C:



NO SMALLER THAN 1 1/2" WIDE

Note: Do not copy these examples. See the “Contacts” section for how to get original artwork.

PROTECTED AREA—The area surrounding the logotype is to remain free of type or imagery, so that nothing competes with the logotype for the viewer’s attention. To ensure this, the entire logotype must never appear closer than the height of the lower case letter “n” in “Washington” to the edge of the paper or to any other typography or artwork.

VERSION A:



VERSION B:



VERSION C:



COLORS FOR REPRODUCTIONS—Whenever possible, the official logotype is reproduced in four colors, with the shield printed in the three official colors described below, and the words “Washington University in St. Louis,” and “Physicians” printed in black ink.

For uncoated white paper, the shield is printed in the following PMS (Pantone Matching System) colors: green PMS 342, red PMS 186, and beige field PMS 467. The color bar at the base of the logotype is rendered in a 50 percent tint of beige PMS 467.

For coated white papers, the shield is printed in the following colors: green PMS 342, red PMS 193, and beige field in PMS 466. The color bar is printed in a 50 percent tint of PMS 466, or in the closest possible approximations.

The logo also can be reproduced in four-color process by using these PMS colors as references.

OFFICIAL GREEN



PMS 342

UNCOATED PAPER

PMS 342

COATED PAPER

PMS 261-1

4-COLOR PROCESS

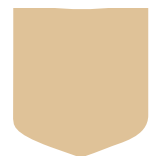
OFFICIAL RED



PMS 186

PMS 193

PMS 89-1



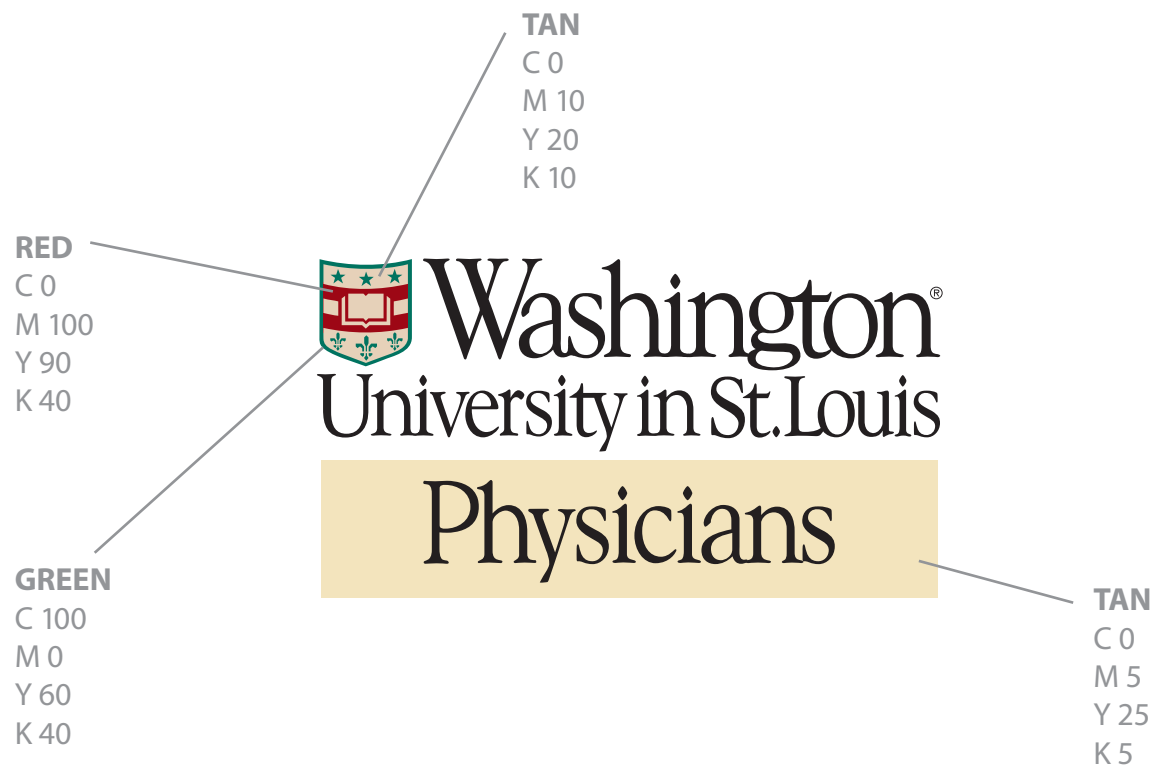
PMS 467

PMS 466

PMS 34-8

Approved colors for Washington University Physicians logotypes

2009 “registered” version approved by Don Clayton, Jackie Stack and Donna DePond



Note: Do not copy these examples. See the “Contacts” section for how to get original artwork.

BLACK-AND-WHITE VERSION—It also is permissible to print the logotype entirely in black ink. The color bar at the base of the logotype is then reproduced in a tint of 20 percent black. No other color combinations are permitted.



LASER PRINTER, FAX AND PHOTOCOPY VERSION—The bar around the word “Physicians” — whether in color or 20 percent of black — is not appropriate for photocopy or FAX use. When the logotype is to be photocopied, FAXed or reproduced in newspapers or otherwise on newsprint or other low-quality paper, a special version of the logotype is available to ensure that the quality of the reproduction does not suffer. This version also is recommended for applications in which the logotype will be imprinted by laser printer.



LOGOTYPE USE WITH OTHER SYMBOLS—

Use of the official logotype with other logos or symbolic devices of another entity on the same page or surface is discouraged. If the relationship between the organizations is a legitimate, parallel partnership and it is not possible to identify the partner in text only (the preferred solution), the logotype of the partner may be represented on the same surface as the Washington University Physicians logo with prior approval. For more information on co-branding with partner institutions, please see page xx. Questions concerning appropriate co-branding should be directed to the Office of Medical School Creative Services and Marketing Communications.

When the logotype appears in conjunction with that of another entity, the two logotypes should be represented at equivalent horizontal dimensions and side by side, **not stacked vertically**, whenever possible.

Permission to place the logotype adjacent to that of another institution does not constitute a waiver of minimum size requirement, the protected area requirement or other minimum reproduction standards.

ANGLE OF REPRODUCTION—In official applications, the logotype must not be printed at an angle other than horizontal. On some novelty items or merchandising materials, it is permissible to reproduce the logotype in non-horizontal orientation. Please contact Creative Services and Marketing Communications for approval.

NOT ACCEPTABLE

OVERPRINTING—At no time is the logotype to be printed on top of a photograph or a work of art, over a textured design or background, or on top of other words. The protected area around the logotype should never be encumbered with any visual distractions. These guidelines pertain to all applications, including digital communications.

Excellence in typography is nothing more than an attitude. Its appeal comes from the understanding used in its planning; the designer must have a firm grasp of the principles of the perfect integration of design elements when demands unorthodox typography, unusual sizes and weights, whatever is needed to improve a design. Excellence in typography is nothing more than an attitude. Its appeal comes from the understanding used in



NOT ACCEPTABLE

LOCATION OF LOGOTYPE—The logotype must appear on the outside front cover of a publication. It also must appear prominently on the outside back cover. The logotype must appear on all advertising representing *Washington University Physicians'* endeavors. For difficult situations, please contact Creative Services and Marketing Communications.

If a publication is produced in four colors, the logotype should appear in color. If a publication employs fewer than four colors, the logotype should be rendered in black ink. If a publication does not employ black ink, please contact Creative Services and Marketing Communications for approval.

REVERSE LOGOTYPE—Because the color bar establishes the horizontal dimension at the base of the logotype, a reverse version is undesirable. Do not reverse the positive *Washington University Physicians* logotype out of a dark background. If a reverse version is mandatory, the laser printer, FAX and photocopy version of the logotype is employed. Please contact Creative Services and Marketing Communications for assistance.

ACCOMPANYING TYPEFACES—The Minion type family has been selected as the standard for

materials on which the logotype appears, including stationery and business cards. Minion was chosen for its compatibility with the university's identity system.

Brochures, catalogs, newsletters, and other similar publications may require the use of other typefaces. When this is necessary, the Helvetica and Times Roman type families are recommended. Call the Creative Services and Marketing Communications office for assistance with typeface substitutions.

SIGNS—A separate document setting forth guidelines for signs and the use of the logotype on signage is available. Please contact Creative Services and Marketing Communications for assistance.

OTHER USES OF THE LOGOTYPE—Because other applications of the logotype may be necessary from time to time, please contact the Faculty Practice Plan's Communications Director or Creative Services and Marketing Communications (see "Contacts" page) concerning unusual needs, exemptions or clarifications.

Minion *

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789'0',:;'&!?\$

Minion Semibold *

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789'0',:;'&!?\$

Minion Bold *

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789'0',:;'&!?\$

Minion Black *

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789'0',:;'&!?\$

*Fonts may be purchased from www.adobe.com

LOGO—All clinical endeavors by School of Medicine faculty members require the use of version A of the logo on letterhead.

Information at the top of the letterhead (upper left-hand corner) is reserved for academic departments, non-academic departments, divisions, administrative offices, or centers within a department. (If a center is multi-departmental, then the department should not be listed.)

The name of an office or department is set in Minion semibold 12 point with 2 points of leading between lines (12 on 14), 1-1/8" from left edge and 3/8" below logotype. If an individual's name and title must be added, the name is set in 10 point bold regular with 2 points of leading between the name and title (10 on 12). The title is set in 10 point Minion italic regular. All other address information for letterhead should be set in Minion regular, upper and lower case, 10 on 14.

For letterhead, lines of address are set flush left in the lower left corner 1-1/8" from the edge. Address information on letterhead gives (in the following order): "Washington University Physicians at Washington University Medical Center," campus box number; the street address; the city, state, and zip; the complete phone number with area code; and may include the fax number and the e-mail address.

The last item in the address must be a correspondent's professional or departmental web address ending in wustl.edu, or the web address of Washington University Physicians <WUPhysicians.wustl.edu>.

Adding physicians' names to the letterhead

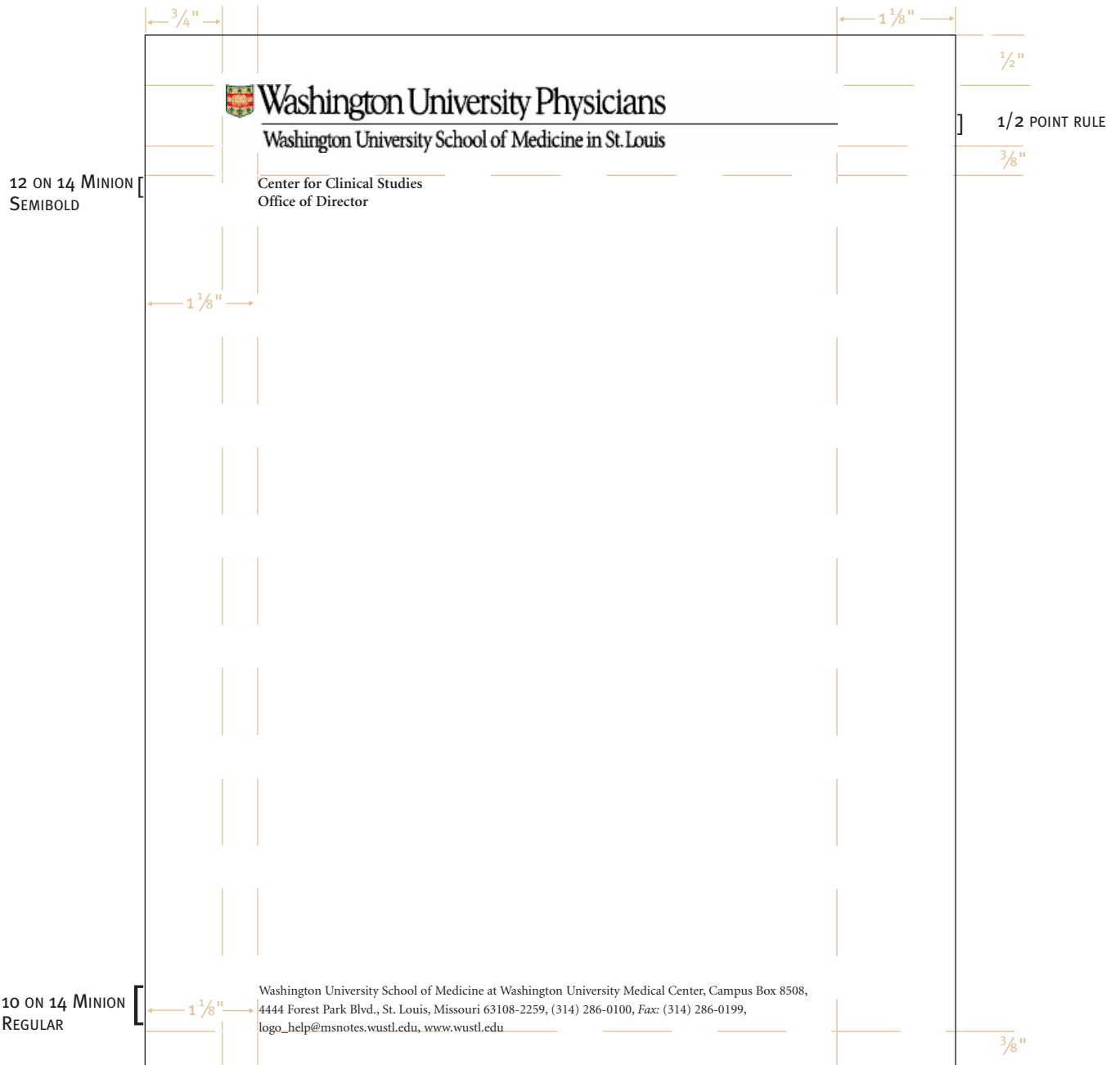
The names of faculty members may be added to letterhead templates for specialty or subspecialty practices. Please contact Creative Services and Marketing Communications for assistance with the setup of a template.

Only approved vendors are authorized to produce letterhead, envelopes, business cards and official business memoranda for the School of Medicine and the physicians practice.

Electronic letterhead

All electronic business communications must comply with the guidelines for use of the university's logomarks.

For assistance with the development of electronic letterhead, please contact Creative Services and Marketing Communications at (314) 286-0114.



60% OF ACTUAL SIZE

OTHER LOGOS ON LETTERHEAD—

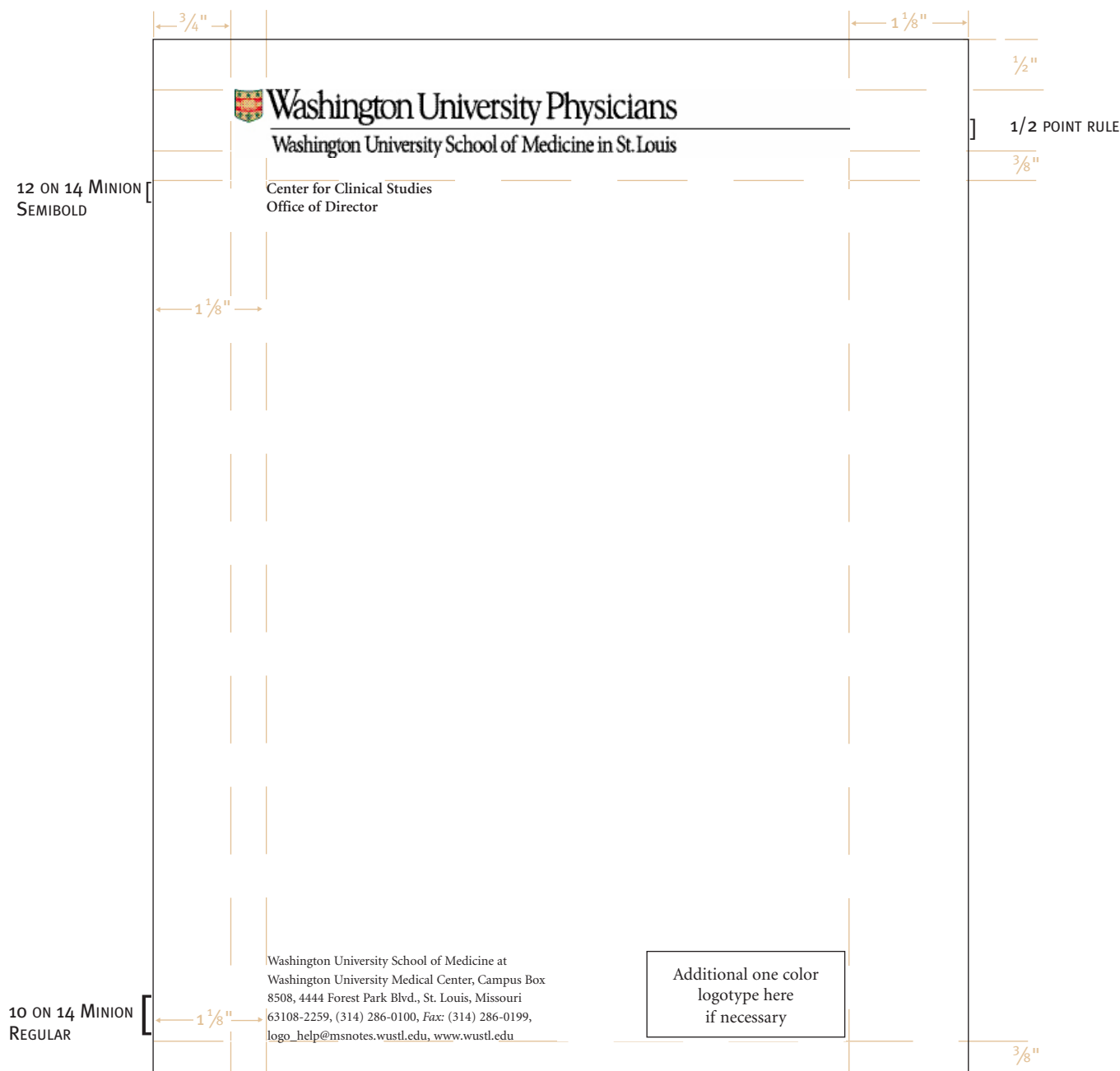
Letterheads usually do not carry multiple logos.

If letterhead must carry a secondary logotype, as in the case when a hospital affiliation must be shown and a text reference to the affiliation is insufficient, it is permissible to stack the return address information in a block at the left side of the bottom of the letterhead, as shown

and spaced in the example. Such placement will leave room to imprint the logotype of the affiliated institution in the lower right.

Reproduce the logotype of the affiliated institution in one color (black) only.

Before applying additional logotypes, please discuss your needs with Creative Services and Marketing Communications. (See “Contacts.”)




60% OF ACTUAL SIZE

Note: Do not copy these examples. See the “Contacts” section for how to get original artwork.

12 ON 14 MINION
SEMIBOLD

10 ON 14 MINION
REGULAR

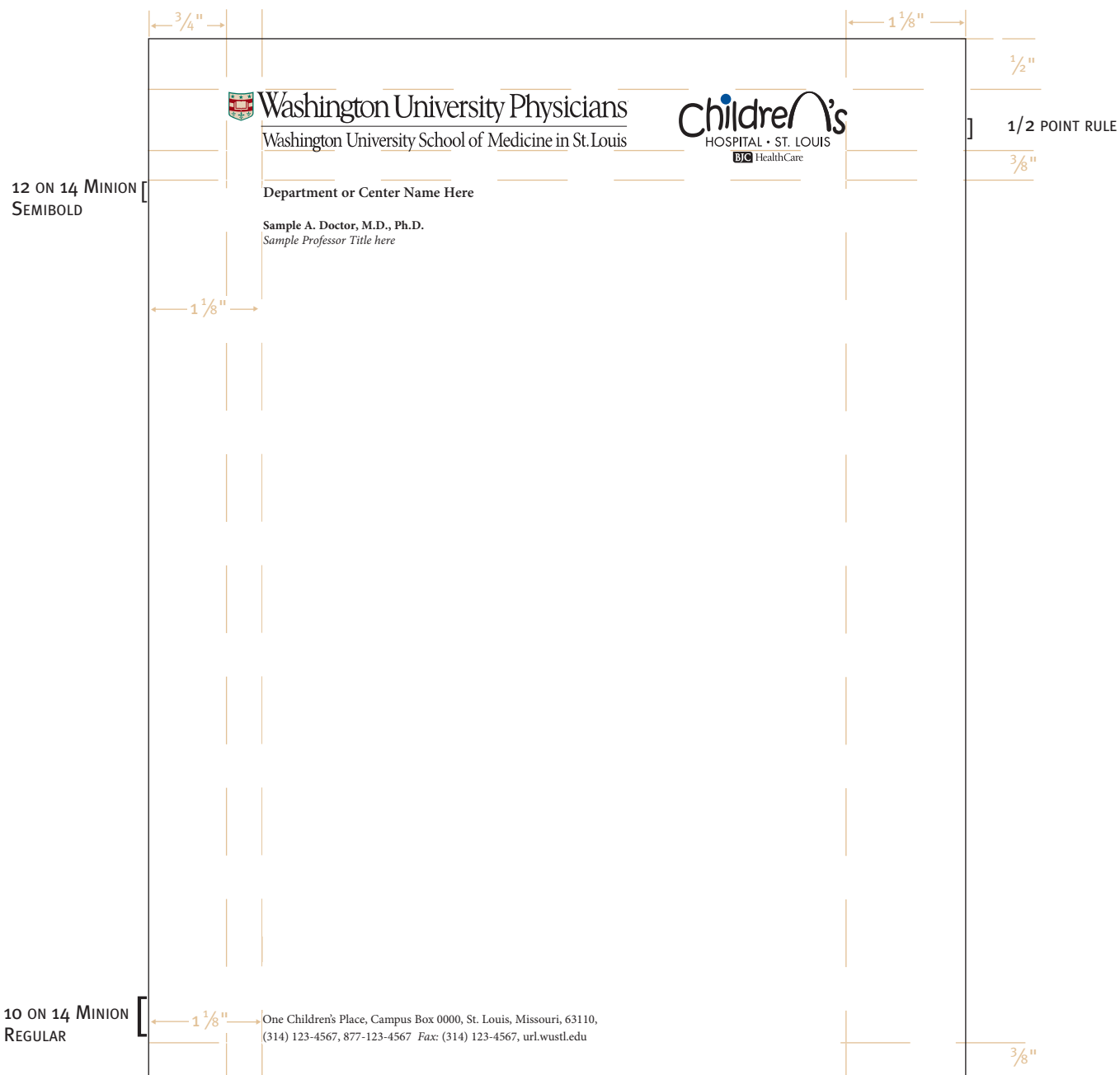
	Washington University in St. Louis
SCHOOL OF MEDICINE	
The John Milliken Department of Medicine	

60% OF ACTUAL SIZE

Co-branded letterhead with the St. Louis Children's Hospital and Washington University Physicians logo marks is available for correspondence pertaining to the pediatric clinical practice. For medical school faculty and staff, the co-branded letterhead is based on the university's standard letterhead, which bears the appropriate university

logo in the top-left corner. (For hospital employees, the clinical co-branded letterhead has the hospital logo in the top-left corner.)

For more information, please contact Creative Services and Marketing Communications at (314) 286-0114.



LETTERHEAD SIZES AND STOCK—The official letterhead is printed on 20-lb. white, non-rag bond in two sizes—either standard size, 8-1/2 x 11 inches, or Monarch size, 7-1/4 x 10-1/2 inches. (Where possible, use official Washington University in St. Louis letterhead paper, which may be ordered in printed and in unprinted form through Purchasing Services.)

INK COLORS—Letterhead is printed in four colors, with the logo printed in the University's official colors for uncoated paper: green (PMS 342) and red (PMS 186) over a beige field (PMS 467) for the shield and black for the rest of the logotype.

All other information must be printed in black ink. Because of the use of heat-producing copy machines and laser printers, all inks (and papers) should be laser-compatible. One-color letterheads in black ink are appropriate for laser-printer-generated letterheads and mass-produced mailings. Envelopes should be in black ink only, although colors are permitted at higher cost.

FORMAT—On letterhead, Version A of the Physicians logotype appears 3/4" from the left edge, 1/2" down from the top, with 3/8" between the logotype and the office name. Address information appears at the bottom of the page, 1-1/8" from the left edge.

LOGO—Use Version A of the logotype as shown in the example, in either 4-color or, for economy, black only.

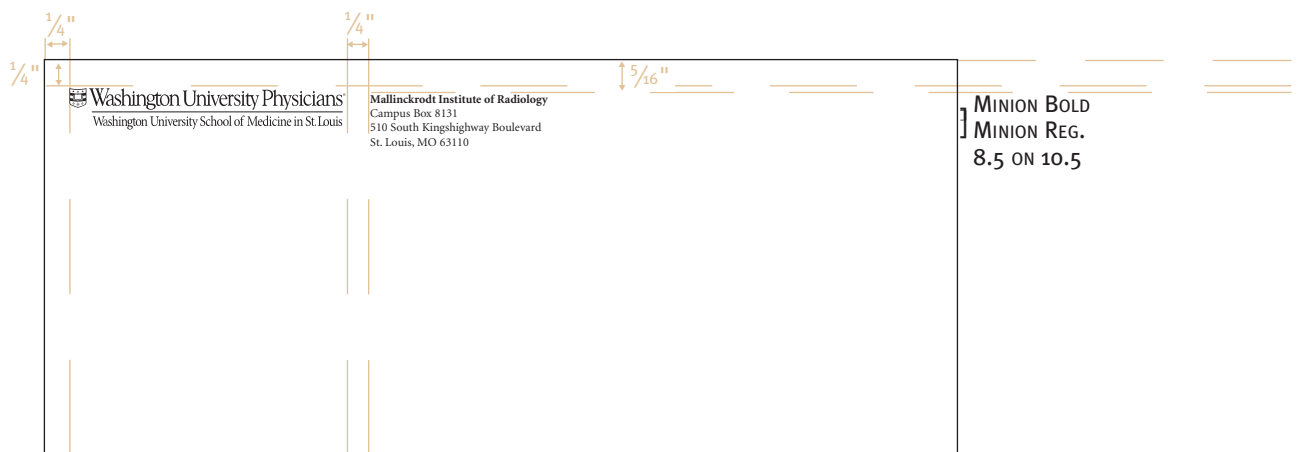
SIZES AND STOCK—Envelopes should be in the standard sizes—No. 6-3/4, computer size, No. 7-3/4 (Monarch), No. 9, or No. 10—manufactured with the official paper for letterhead and/or white wove stock. For automated word-processing equipment, window envelopes in any of the above sizes may provide additional economies in time and expense.

RETURN ADDRESSES—On the envelope, use version A for *Washington University Physicians* and include the department, office, or division name; the campus box number; street address; city, state, and zip code. Do not put “at Washington University Medical Center” on the envelope.

Envelope addresses should be positioned 1/4” to the right of the logotype on the face of the envelope. (If you are not certain whether your envelope art remains clear of the OCR read area as required by the U.S. Postal Service (USPS), contact the USPS.) It is important to check with the U.S. Postal Service before printing, because they can reject non-conforming envelopes.

Address information for envelopes should be set in 8.5-point Minion regular, with 2 points of leading (8.5 on 10.5). Office or departments set in Minion bold and the same size as rest of address.

Letterheads and envelopes should be purchased through Purchasing Services, Campus Box 1069, (314) 935-5640. Graphic consultants are available to assist you; contact Creative Services and Marketing Communications (see “Contacts”).



50% OF ACTUAL SIZE

Note: Do not copy these examples. See the “Contacts” section for how to get original artwork.

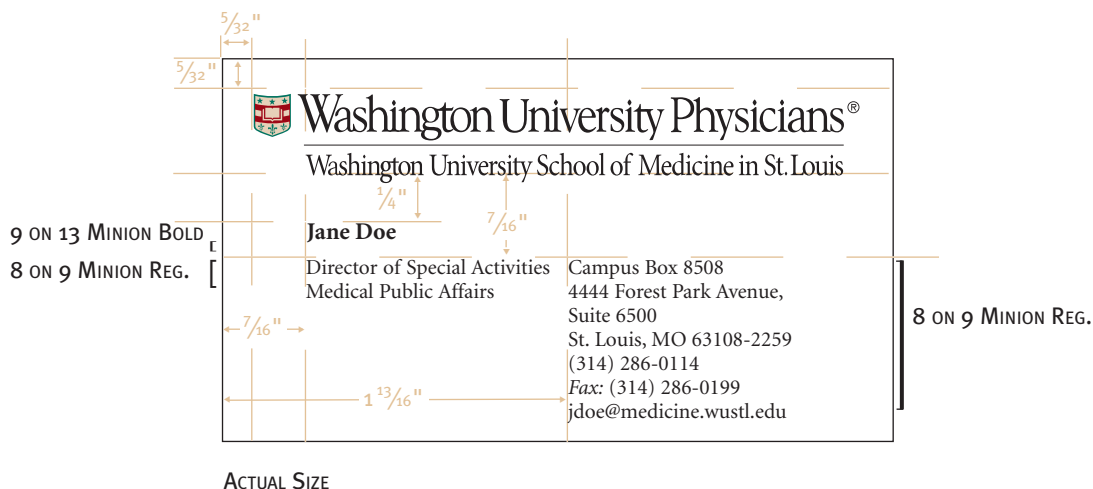
For economy, business cards can be printed 3-1/2 x 2 inches in black ink. Where appropriate, the more expensive four-color version A of the logo-type may be used with name and address information in black ink. Paper stock is to be 80-lb. Neutech cover.

All cards are to be purchased through the Washington University in St. Louis Purchasing Services department (see "Contacts.")

Business cards must use version A of the logo-type. For best results, work from electronic files rather than resetting the type because the letterforms have been modified. Names should be set in 9 point Minion bold, upper and lower case, with 4 points of leading between the name line

and the title line (9 on 13). Other information on the card should be set in Minion 8 on 9 regular, upper and lower case, and should include: title; department; official address (Campus Box number, the street address); city, state, and zip code; complete office telephone number with area code; fax number; e-mail address, and, when appropriate, home telephone number. Due to limitations of space, no other information should be included.

Individuals must use the standard business card of their employing institution. Logos or text mentions of affiliated hospital partners may be printed on the back of business cards. Please contact Creative Services and Marketing Communications at (314) 286-0114 for assistance.



Special problems, such as multiple titles, extra telephone numbers, etc., will be resolved on a case-by-case basis. This may require imprinting the reverse side of the card at additional cost. Please contact Creative Services and Marketing Communications for assistance.

Logo and Design Standards for Forms

(Memoranda, Messages, Transmittals, Requisitions, etc.)

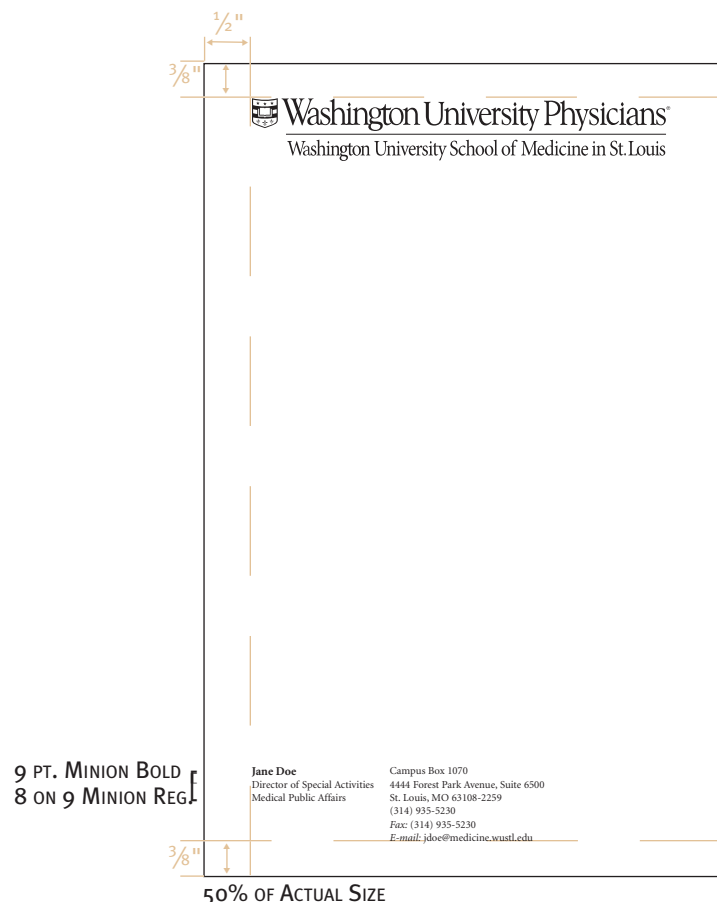
47

Memoranda

These forms should be printed either 5-1/2 x 8-1/2 or 4 x 5-1/2 inches in size, in black ink, and on 20-lb. white offset or bond stock. The official Physicians logotype should appear in the upper left-hand corner in black ink. Name (in Book weight with all other type in Light weight), title, campus box number, and complete phone number (followed, as appropriate, by fax number and e-mail address) should appear in 9-point Minion in the lower left-hand corner. Since memoranda are intended primarily for internal campus communications, it is unnecessary to include other address information.

Other Business Forms

Internal orders, appointment pads, prescription pads, etc., should include the official Physicians logotype (Version A) in the upper left-hand corner in black ink. Names are set in Minion bold, 8 on 9 point, upper and lower case. Complete address information should appear immediately beneath the logotype in Minion regular 8 on 9 point, upper and lower case, or in 8 on 9 Times New Roman regular, or Helvetica Regular, depending on the typeface used for the rest of the form. Delivery information, if different from address information, should also follow these guidelines.



Note: Do not copy these examples. See the "Contacts" section for how to get original artwork.

Advertisements

Display advertisements for clinical activities paid for with university funds or promoting School of Medicine endeavors must prominently carry one of the approved versions of the *Washington University Physicians* logotype. Versions B or C are preferred in this application. Version A is available to accommodate space restrictions. **The logo may not be used at sizes smaller than the minimum size requirement.**

These guidelines do not apply to classified advertising.

Flyers

An approved version of the logotype must always appear prominently on a flyer.

Brochures

An approved version of the logotype must appear prominently on the **front cover** of a brochure. It is permissible to use any of the approved versions. A version of the logotype must also appear on the **outside back cover** of a brochure in conjunction with the return address or by itself. It may appear at any location on the printed surface, although the upper left quadrant of the back cover is preferred. Unless the publication is produced in four colors, the logotype should appear in its one-color form, preferably in black ink.

Co-branded materials should be discussed on a case-by-case basis with the Executive Director of Creative Services and Marketing Communications or the Associate Vice Chancellor for Medical Public Affairs (see “Contacts”).

Posters

Posters must prominently display an official logotype. For posters with pads of reply cards, it is preferred that the logo be printed on the body of the poster rather than on the reply cards. However, it is permissible to put the logo on the reply cards if there is no other solution.

Other Uses of the Logotype

For all commercial applications of the logotype, any trademarked symbol or name (such as on mementos, bumper stickers, decals, T-shirts, etc.), contact the Faculty Practice Plan’s Director of Communications. See “Contacts.”

Also be aware that the University has licensed the approved versions of the *Washington University Physicians* logotype for commercial applications. Anyone desiring to use the logotype to sell a product, promote a service or espouse a cause must follow licensing protocol. Logos and symbols used for commercial purposes must carry the appropriate registration marks, which will be provided with licensing information. For assistance, please contact the Faculty Practice Plan’s Director of Communications. All commercial uses of any University trademarked symbol or name must be approved by the Office of Brand Management. See “Contacts.”

These guidelines and standards are necessarily general, because it is impossible to anticipate every potential application of the Physicians logo. Certain “crossover” areas, such as clinical research endeavors, will pose special challenges and require case-by-case consideration. For questions about the appropriateness of logo use in a particular situation, contact Creative Services and Marketing Communications at (314) 286-0100.

Logo and Design Guidelines for Co-Branding with Partner Institutions

49

I. GENERAL INFORMATION ON CO-BRANDED CLINICAL INITIATIVES

For communications related to **joint clinical initiatives** aimed at patient or referring physician audiences, the Washington University Physicians logo should, in most instances, be used with the appropriate adult (Barnes-Jewish Hospital) or pediatric (St. Louis Children's Hospital) clinical partner. The co-brand is a combination of two institutions' trademarks. Co-branding helps to advance the interests of all partners in the clinical enterprise.

The Physicians logo should appear at the minimum approved size of 1.5 inches in width in the co-branded configuration in all applications. *Exceptions to this guideline must be reviewed by Creative Services and Marketing Communications at the School of Medicine prior to the production of any print items.*

Co-branded logos may **not** be used on workplace apparel (such as clinical work shirts), the front of business cards, or on business forms related to physician/clinician services.

Materials co-branded for the School of Medicine, Washington University Physicians and an affiliated hospital should be discussed on a case-by-case basis with the Executive Director for Cre-

ative Services and Marketing Communications or the Associate Vice Chancellor for Medical Public Affairs.

For more information regarding co-branded marks representing the clinical practice, please contact Creative Services and Marketing Communications at (314) 286-0114 or The Faculty Practice Plan's Office of Communications and Marketing at (314) 747-6542.

Special co-branding initiatives with Barnes-Jewish Hospital

The current co-brand with Washington University Physicians and Barnes-Jewish Hospital contains the tag line and positioning statement, "National Leaders in Medicine" directly beneath the institutional marks. This configuration, referred to as the NLIM co-brand, should be used in visual representations of the joint adult clinical endeavors of the school and Barnes-Jewish whenever possible.

Specialty logomarks, in which the center's name appears above the NLIM co-brand, have been developed for a small number of adult centers, which are jointly sponsored by Washington University and Barnes-Jewish Hospital. These include marks for the following centers: Heart & Vascular, Transplant, and Trauma centers.



For more information on one of the marks for these specialty centers, please contact Creative Services and Marketing Communications at (314) 286-0114.

Any additional requests to use a center's name above the NLIM co-brand must be reviewed by leadership with the Washington University Faculty Practice Plan and Barnes-Jewish Hospital.

Text references for these specialty centers must adhere to the following convention:

First reference: The Washington University and Barnes-Jewish (Name) Center or Program

Second reference: The (Name) Center or Program

Subsequent references: the center or program

II. CO-BRANDED INITIATIVES USING THE SCHOOL OF MEDICINE LOGO

For co-branded communications with hospital partners (Barnes-Jewish and St. Louis Children's Hospital) that communicate information related to education, training, research or the three-part mission of the School of Medicine, such as annual reports, the two-line horizontal version of the School of Medicine logo should be used. The Washington University component of the co-brand configuration should appear at the minimum approved size of 1.5 inches in width.

Please contact Creative Services and Marketing Communications for files and to request more information on using this specialty mark.

Heart & Vascular Center



N A T I O N A L L E A D E R S I N M E D I C I N E

III. IDENTIFICATION OF SCHOOL OF MEDICINE FACULTY, STUDENTS AND STAFF IN CO-BRANDED EFFORTS:

Broadcast communications

In broadcast applications (radio advertising or placements), where the graphic trademarks cannot appear, the names of both entities should be mentioned in the broadcast using the following convention:

Dr. _____, a Washington University _____ at _____
(insert name of hospital).

Example: Dr. John Doe, a Washington University plastic surgeon at Barnes-Jewish Hospital

Video and digital communications

The Office of Communications and Marketing and the Office of Medical Public Affairs have established a consistent style of visual reference for all visual / text references to employees and students in university-related video production.

Academic titles should only be used in instances where the employee appearing in the video serves as a chair, chief or director of an academic department, division or program. Chyrons should follow the prescribed convention:

First name, Last name, degree Washington University _____ at _____
(insert institution/hospital)

Example: Jane Doe, MD, PhD, Washington University transplant surgeon at St. Louis Children's Hospital

John Doe, MD, Washington University cardiologist at Barnes-Jewish Hospital

The university utilizes AP style for all communications.

Please note that no periods are used after degree listings.

Questions about the use of the logotype or other official university symbols should be addressed as follows:

TO ORDER LETTERHEAD, ENVELOPES, MEMO PADS, BUSINESS CARDS, ETC.

Purchasing Services
Washington University in St. Louis
Campus Box 1069
7425 Forsyth Blvd.
St. Louis, MO 63105-2103
(314) 935-5640
fax: (314) 935-4395

All requests for printing Washington University Physicians envelopes, letterheads and business cards should be made to the university's Purchasing Office. A preferred vendor for printing these materials has been selected. Using this vendor ensures appropriate application of the logo and reduces costs.

TO OBTAIN ARTWORK; QUESTIONS OF APPLICATION

Executive Director, Creative Services and Marketing Communications
Office of Medical Public Affairs
Washington University in St. Louis
Campus Box 8508
4444 Forest Park Blvd., Suite 6500
St. Louis, MO 63108-2259
(314) 286-0114
fax: (314) 286-0199
email: heroux@wusm.wustl.edu

QUESTIONS OF APPLICATION

Director of Communications,
Faculty Practice Plan
Washington University Physicians
Campus Box 8081
4480 Clayton
St. Louis, MO 63108
(314) 747-6542
fax: (314) 747-3989
email: stackj@wusm.wustl.edu

LICENSING

Office of Brand Management
Washington University in St. Louis
Campus Box 1177
One Brookings Drive
St. Louis, MO 63130-4899
(314) 935-8154
fax: (314) 935-7406
email: licensing@wustl.edu

EXCEPTIONS, UNRESOLVED ISSUES

Associate Vice Chancellor and Executive Director
for Medical Public Affairs
Washington University in St. Louis
Campus Box 8508
4444 Forest Park Blvd., Suite 6500
St. Louis, MO 63108-2259
(314) 286-0114
fax: (314) 286-0199
email: clayton@wusm.wustl.edu



Washington University in St. Louis



Washington University Physicians®

Washington University School of Medicine in St. Louis



Washington
University in St. Louis



Washington®
University in St. Louis



Washington
University in St. Louis

Physicians



Washington
University
in St. Louis



Washington®
University in St. Louis
Physicians

Note: Do not copy these examples. See the "Contacts" section for how to get original artwork.

logo.wustl.edu