



Wake Forest University Baptist
MEDICAL CENTER®

Corporate Identity Overview

Wake Forest University Baptist Medical Center is proud to be a nationally ranked academic medical institution – a leader in patient care, health education and research.

A decade ago we changed the name of our institution to underscore our affiliation with Wake Forest University, one of the nation’s most prestigious universities. Strengthening that connection helps to enhance our reputation for excellence as well as to build name recognition nationally.

The Wake Forest University Baptist Medical Center Corporate Identity Standards Program was developed to strengthen and reinforce our “brand name” by presenting our integrated clinical services in a consistent and customer-friendly manner.

Clearly, our resources are best invested in promoting a consistent institutional identity rather than a constellation of individual programs, each with conflicting graphics. That is why the use of individual logos for service lines, divisions, centers, etc. is not permitted. Our unified approach builds stronger recognition for individual programs and centers.

Presenting a consistent image is essential if we are to maintain a dominant presence in our referral area. It is our mission to communicate with a single voice the strength and vision of this institution. With your participation, we will present a unified message of comprehensive excellence in patient care, education and research. We ask for and expect your continued cooperation in meeting this challenge.

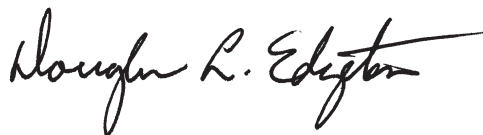
Thank you for the important role you play in the continuing success of Wake Forest University Baptist Medical Center.



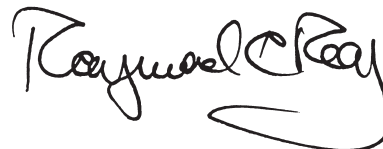
Donny C. Lambeth
Interim President
Chief Operating Officer
North Carolina Baptist Hospital



William B. Applegate, M.D., M.P.H., F.A.C.P.
Interim President
Wake Forest University Health Sciences
Dean, Wake Forest University School of Medicine



Douglas L. Edgeton
Senior VP for Finance and Administration
Chief Operating Officer
Wake Forest University Health Sciences



Raymond C. Roy, M.D., Ph.D.
Interim President
Wake Forest University Physicians

The Corporate Name

The name to be used in all public reference to our **clinical services** is Wake Forest University Baptist Medical Center. It is acceptable to abbreviate the name to Wake Forest Baptist after the first use in communications. This brand name takes precedence over all center, division, department and section names and must be used regularly in communication and promotional materials.

The Corporate Signature

The corporate signature is the visual representation of the brand name with a distinctive graphic arrangement of our symbol, a stylized infinity symbol in a circle, above the words “Wake Forest University Baptist” and “Medical Center” in a bar below.

Reproductions of the corporate signature and its type and symbolic elements should be made only from electronic files supplied by Creative Communications or the Office of Public Relations and Marketing.

Corporate signature artwork should not be altered, copied, traced, redrawn or rearranged. The height and width of the corporate signature should not be distorted – this is especially important when using computer files.

Color Use

The Wake Forest University Baptist Medical Center corporate signature should be reproduced in the preferred colors of gold and black against a white or very light background if possible. The signature also may be reproduced in a one-color black version with “Medical Center” reversed to white. Please contact Creative Communications or the Office of Public Relations and Marketing for guidance and approval.

Color use:

Infinity symbol and “Medical Center” type are PANTONE 873 metallic gold or PANTONE 142 flat gold. “Wake Forest University Baptist” type and bar are black.



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Where color is limited:

Infinity symbol, “Wake Forest University Baptist” type and bar are black. “Medical Center” type is white.



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Corporate Signature With Center And Other Entity Names

The primary identifier for all communications is the Wake Forest University Baptist Medical Center corporate signature. Centers, divisions, departments or sections will not carry their own logos with the exception of Brenner Children’s Hospital. It is important for all centers, divisions, departments and sections to follow established guidelines when combining their names with the corporate signature. The approved arrangement is with the center, division, department or section name centered below the corporate signature in the Palatino Italic typeface, at a specific size and distance away from the signature, as shown in the drawing below. Approval from the Office of Public Relations and Marketing is required before implementing any corporate signature/center name combination.

Center, division, department and section names



Wake Forest University Baptist
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Heart Center



Wake Forest University Baptist
MEDICAL CENTER®
Orthopaedic Services

Alternate Signature Arrangement

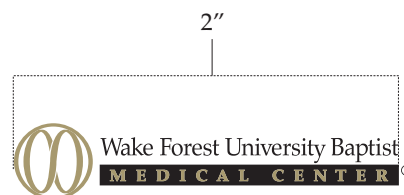
An alternate arrangement of the signature in a long horizontal format has been created for use in a very few specific situations where the available space will not accommodate the standard corporate signature. This alternate signature arrangement should not appear on stationery, business cards, etc. or typical collateral materials. It only may be used with the approval of the Office of Public Relations and Marketing.



Minimum Size and Surrounding Area

The minimum size at which the signature may be reproduced is 1 ½" as measured by its length (2" wide for alternate arrangement). Also, the signature should not be crowded with other elements. Use of the diameter of the infinity symbol is a good guide for minimum clear air spacing.

Minimum Sizes



Minimum surrounding space

Clear area on all four sides of the corporate signature is equal to the diameter of the infinity symbol.



Typography

Recommended typefaces for stationery, advertising materials, etc. include:

Palatino Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palatino Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palatino Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palatino Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palatino Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Palatino Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Optima Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Optima Semi Bold is the approved font for all signage.

Stationery Design System

The stationery system reinforces our overall branding concept: Wake Forest University Baptist Medical Center is the primary identifier; service lines are secondary elements and are separated from the signature.

While service line needs may vary, the color, type and position of all elements should remain consistent with the system.

For daily correspondence on Medical Center letterhead, the body of the letter should use Palatino, Times New Roman, or Garamond, if available.

Please contact Creative Communications for development and approval of business cards, letterhead, envelopes, appointment cards, or any additional stationery needs.

Signage

Our signage, both interior and exterior, must stand out in cluttered environments, provide clear, simple directions and reinforce our brand name.

Primary external identification signs carry the Wake Forest University Baptist Medical Center corporate signature while secondary external signs carry the infinity symbol alone as a graphic element. No new internal signs will include logos other than the corporate signature. Existing internal signs that do not include graphic elements or logos will remain. Only Brenner Children's Hospital is an exception to this rule. All signs must go through the Medical Center Sign Shop for approval.



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