

Graphic Identity Guide

At-a-Glance

MAY 2025

Loma Linda University Health

styleguide.lluh.org

Our graphic identity guide helps us define and distinguish our brand family. Through our logo, colors, typefaces, images and other visual elements, we communicate the connections that join us together and the qualities that set us apart.

Consistently and correctly applying our graphic identity is crucial to creating a unified and recognized corporate image. In view of that, our Executive Council and Board of Trustees have stipulated that these guidelines apply to:

- ♦ All entities, schools, centers, institutes, departments, programs and services connected with Loma Linda University Health
- ♦ All promotional and/or informational applications — regardless of medium — used to represent all or part of the organization, whether internally or externally

This document provides a high-level overview of our Graphic Identity Guidelines. For further details and information, please refer to styleguide.lluh.org.



The Logo | The logo consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be redrawn or modified in any way.

[Preferred Configuration]



Logomark

Logotype

Logo Configurations | The preferred logo configuration features “Loma Linda University” centered vertically, with the hospital, school, institute, center, or department name directly below. If space is limited, use the stacked or horizontal version instead.

[Horizontal Configuration]



LOMA LINDA UNIVERSITY
HEALTH

[Stacked Configuration]



LOMA LINDA
UNIVERSITY
HEALTH

[Logotype Only (No Logomark)]

LOMA LINDA UNIVERSITY
HEALTH

Logo Size | Logo sizes are based on the logomark’s width. Use the standard size for most print applications. If too small to meet minimum size requirements, use the logotype in its preferred configuration.

Even at minimum size, the logo must remain legible at all times.

Standard Size

¾" (0.75") or 225 Pixels



LOMA LINDA UNIVERSITY
MEDICAL CENTER

Standard Size

(Children’s Hospital Logomark)

5/8" (0.625") or 188 Pixels



LOMA LINDA UNIVERSITY
CHILDREN’S HOSPITAL

Minimum Size

½" (0.5") or 150 Pixels



LOMA LINDA UNIVERSITY
MEDICAL CENTER

Minimum Size

(Children’s Hospital Logomark)

3/8" (0.375") or 113 Pixels



LOMA LINDA UNIVERSITY
CHILDREN’S HOSPITAL

Logo Minimum Clear Space | To ensure its integrity and visibility, keep the logo free of competing text, images and other marks. On all sides, allow a clear space equal in size to twice the height of the “L” in Loma Linda University.

[Preferred Configuration]

[Stacked Configuration]



Loma Linda University Health | “Loma Linda University Health” is an umbrella term encompassing all entities.



LOMA LINDA UNIVERSITY
HEALTH

Loma Linda University | When the logo is used to represent Loma Linda University with no reference to a school the words “Loma Linda University” appear on one line.



LOMA LINDA UNIVERSITY

Loma Linda University Hospitals | Each hospital has its own name and logo application.



LOMA LINDA UNIVERSITY
MEDICAL CENTER

Loma Linda University Children’s Health | The Children’s Health logo is the umbrella term encompassing all children’s areas.



LOMA LINDA UNIVERSITY
CHILDREN’S HEALTH

Each school has its own name and logo application.



LOMA LINDA UNIVERSITY
School of Medicine

Incorrect Logo Use | Always use the official, approved logo. It should never be edited, recreated, or combined with other graphic or typographic elements. The following are examples of unacceptable usage.

DO NOT substitute typeface. **DO NOT** use any blue background with a white logo.



DO NOT substitute logo colors. **DO NOT** alter aspect ratios.



DO NOT add effects (shadows, etc). **DO NOT** add a fill to the logomark.



DO NOT alter the logomark in any way. **DO NOT** alter size relationships.



DO NOT translate the logotype.



Typography | Choose ONLY fonts from the typefaces shown below. These are the font styles from each font family which are approved for use. Approved fonts are available for purchase and download at:

Univers: **myfonts.com**

Adobe Jenson and Bickham Script: **fonts.adobe.com**

Any exception will need to be approved.

[Preferred Sans Serif Typeface]

Univers

Roman *Oblique*

Light *Light Oblique*

Bold *Bold Oblique*

Black *Black Oblique*

Condensed *Condensed Oblique*

Light Condensed *Light Condensed Oblique*

Bold Condensed *Bold Condensed Oblique*

[Preferred Serif Typeface]

Adobe Jenson

Regular *Italic*

Light *Light Italic*

Semibold *Semibold Italic*

Bold *Bold italic*

[Script Typeface]

Bickham Script

Regular

Semibold

Bold

[Alternate Serif Typeface]

Palatino

Regular *Italic*

Bold *Bold Italic*

[Alternate Sans Serif Typeface]

Arial

Regular *Italic*

Bold *Bold Italic*

Logo Colors | Logos can ONLY be in approved logo colors as stated in the GIG.



- Preferred colors, full-color
(Regent Red and Platinum Gray) **(A)**
- Logo in Black **(B)**
- Logo Reversed(white) **(C)**
- Logo in Solid Regent Red or Solid Platinum Gray

NOTE: Text colors on full-color applications may differ based on logo entity and should not be altered — it is the ONLY approved color combination.

NOTE: White/reversed logos CANNOT be used on any blue items — per our legal team



LOMA LINDA UNIVERSITY
HEALTH

A



LOMA LINDA UNIVERSITY
HEALTH

B



C

Loma Linda University Health Logo Colors

REGENT RED
PANTONE 1955 C

CMYK: 0, 100, 60, 37
RGB: 144, 28, 59

PLATINUM GRAY
PANTONE 425 C

CMYK: 0, 0, 0, 77
RGB: 102, 102, 102

Children's Health Logo Colors



REGENT RED
PANTONE 1955 C

CMYK: 0, 100, 60, 37
RGB: 144, 28, 59

HEALING TEAL
PANTONE 327 C

CMYK: 100, 2, 6, 17
RGB: 0, 134, 117

LION YELLOW
PANTONE 121 C

CMYK: 0, 6, 70, 0
RGB: 253, 215, 87

HEALTHY BLUE
PANTONE 301 C

CMYK: 100, 53, 4, 19
RGB: 0, 75, 135

HAPPY PURPLE
PANTONE 527 C

CMYK: 69, 99, 0, 0
RGB: 128, 49, 167

Business Suite | Order business cards, forms, and stationary by using the established ICR process.

Orders can be placed by sending an ICR to Printing Services through <https://serviceportal.lluh.org/sp>.



Logos for Embroidery | Embroidery logo files differ as they are optimized for better quality stitched reproduction and legibility of the elements in the logo mark and word mark.

[Embroidery Configuration]



- Logos downloaded from the GIG **CANNOT** be used for embroidery.
- Embroidery files are **ONLY** available by request, via email.
- Embroidery logos are currently only available in the stacked logo orientation, other orientations are by special approval only.

Accessing the Logo | Approved users can find and download the appropriate logo application online by using the naming convention outlined below.



For issues opening ZIP files or downloading files, please reach out to your specified help desk for assistance.

For logo requests not available on our downloads page (embroidery, etc.), please contact logorequest@llu.edu.

Logo File Naming

[CONFIGURATION]

pref (preferred) • **stack** (stacked)
horiz (horizontal) • **type** (logotype only)

[FILE TYPE]

eps (file format for vendor use)
png (file format for online and screen use)

llu_pref_spot.eps

[AREA]

Filename

[COLOR]

black • **cmyk** (four-color process) • **rev** (reversed out; white)
spot (two Pantone spot colors) • **rgb** (web)

Answers and Approvals | All materials for external audiences must be approved in advance. For assistance or approval requests, including exceptions to the Graphic Identity Guidelines, email logorequest@llu.edu.