Graphic Identity Guide At-a-Glance

Loma Linda University Health

Loma Linda University ✦ Loma Linda University Medical Center
Loma Linda University Health Care
Loma Linda University Shared Services

styleguide.lluh.org

Our graphic identity system 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

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]

LOMA LINDA UNIVERSITY
HEALTH

Logomark

Tier 1
Tier 2
Logotype

All non-standard icons, school seals and old logos are to be replaced with the approved, organization-wide logo.

Logo Configurations | The preferred logo configuration (shown in the previous column) features a vertically centered single line (always Loma Linda University) with the hospital, school, institute, center or department name directly below it.

When space limitations preclude the use of the preferred configuration, use the stacked or horizontal configuration.

In some cases, and only with permission, it may be appropriate to use the logomark without the logotype.

[Stacked Configuration]

LOMA LINDA
UNIVERSITY
MEDICAL CENTER

[Logotype Only (No Logomark)]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

[Logotype Only (No Logomark)]

LOMA LINDA UNIVERSITY

[Horizontal Configuration]

LOMA LINDA UNIVERSITY
MEDICAL CENTER

Logo Size | Sizes at which the logo is to be displayed are based on the width of the logomark. In most print applications, show the logo at standard size. Never use the logo at a size smaller than minimum size. In applications that are too small to accommodate the minimum size requirement, use the logotype alone.

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

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MEDICAL CENTER

Minimum Size
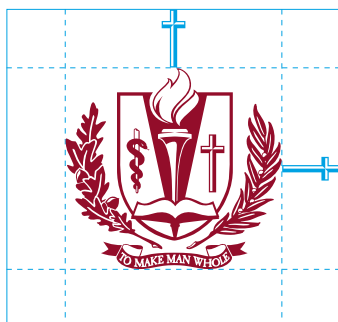(Children's Hospital Logomark)
3/8" (0.375") or 113 Pixels

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 (or, for the logomark only, the height of the cross).

Loma Linda University Health | "Loma Linda University Health" is an umbrella term used to represent the hospitals, University and several specific centers and areas as a whole. It replaces Loma Linda University Adventist Health Sciences Center logo to the public.

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HEALTH

Each hospital has its own name and logo application. (See Behavioral Medicine Center example below.)

LOMA LINDA UNIVERSITY
BEHAVIORAL MEDICINE CENTER

The Children's Hospital logo application features the Children's Hospital logomark.

LOMA LINDA UNIVERSITY
CHILDREN'S HOSPITAL

Loma Linda University | When the logo is used to represent Loma Linda University with no reference to a school or other Tier 2 area, the words "Loma Linda University" appear on one line.

LOMA LINDA UNIVERSITY

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.

Don't substitute Perpetua typeface.

Loma Linda University
MEDICAL CENTER

Don't use any blue background with a white logo.

LOMA LINDA UNIVERSITY
HEALTH

Don't substitute logo colors.

LOMA LINDA UNIVERSITY
MEDICAL CENTER

Don't use any blue logo with a white background.

LOMA LINDA UNIVERSITY
HEALTH

Don't add effects (shadows, etc).

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Don't alter aspect ratios.

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Don't alter the logomark in any way.

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Don't add a fill to the logomark.

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Don't translate the logotype.

UNIVERSIDAD DE LOMA LINDA
CENTRO MÉDICO

Don't put logo in a box.

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MEDICAL CENTER

Don't use old entity or school seals.

LOMA LINDA
UNIVERSITY
School of
Allied Health Professions

Don't alter size relationships.

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MEDICAL CENTER

Typography | Choose fonts from the typefaces shown below, which are available for purchase and download at: **www.fonts.com**

Any exception will need to be approved.

Arial and Palatino are the typefaces recommended for on-screen use.

Adobe Jenson Pro Light

Adobe Jenson Pro Light Italic

Adobe Jenson Pro Regular

Adobe Jenson Pro Italic

Adobe Jenson Pro Semibold

Adobe Jenson Pro Bold

[Preferred Sans Serif Typeface]

Univers 45 Light

Univers 47 Light Condensed

Univers 53 Extended

Univers 55 Roman

Univers 57 Condensed

Univers 63 Bold Extended

Univers 65 Bold

Univers 67 Bold Condensed

Univers 73 Black Extended

Univers 75 Black

Univers 93 Extra Blk Extd

[Script Typeface]

Bickham Script Pro

[Alternate Serif Typeface]

Palatino Regular

Palatino Italic

Palatino Bold

[Alternate Sans Serif Typeface]

Arial Regular

Arial Italic

Arial Black

[LLU Children's Hospital/Children's Health Preferred Sans Serif Typeface]

Sketchy Medium

Colors | Colors for any design application are to be chosen from the palette below. If you wish to use a color outside of this color palette, the exception will need to be approved.

For items that include a metallic finish, use silver tones such as platinum and pewter. Do not use gold, rose gold, copper or bronze.

[Logo Colors]

REGENT RED
PMS 1955 C, CMYK: 9, 100, 54, 43   R:138, G:21, B:56 (Hex/HTML #8A1538)

PLATINUM GRAY
PMS 425 C, CMYK: 48, 29, 26, 76   R:84, G:88, B:90 (Hex/HTML #54585A)

[Color Palette]

PMS 121 C	PMS 123 C	PMS 142 C
CMYK: 0, 8, 70, 0	CMYK: 0, 19, 89, 0	CMYK: 0, 24, 78, 0
PMS 145 C	PMS 152 C	PMS 167 C
CMYK: 4, 53, 100, 8	CMYK: 0, 66, 100, 0	CMYK: 5, 77, 100, 15
PMS 1935 C	PMS 1955 C	PMS 199 C
CMYK: 1, 100, 55, 6	CMYK: 9, 100, 54, 43	CMYK: 0, 100, 72, 0
PMS 2577 C	PMS 2597 C	PMS 261 C
CMYK: 40, 54, 0, 0	CMYK: 80, 99, 0, 0	CMYK: 62, 100, 9, 44
PMS 265 C	PMS 301 C	PMS 3155 C
CMYK: 52, 66, 0, 0	CMYK: 100, 53, 4, 19	CMYK: 100, 9, 29, 47
PMS 327 C	PMS 349 C	PMS 370 C
CMYK: 100, 2, 60, 14	CMYK: 90, 12, 95, 40	CMYK: 62, 1, 100, 25
PMS 371 C	PMS 376 C	PMS 525 C
CMYK: 50, 9, 98, 61	CMYK: 54, 0, 100, 0	CMYK: 69, 100, 4, 45
PMS 527 C	PMS 535 C	PMS 542 C
CMYK: 69, 99, 0, 0	CMYK: 43, 25, 3, 8	CMYK: 60, 19, 1, 4
PMS 554 C	PMS 5565 C	PMS 576 C
CMYK: 84, 22, 77, 60	CMYK: 44, 12, 34, 24	CMYK: 54, 5, 94, 24
PMS 654 C	PMS 698 C	PMS 7446 C
CMYK: 100, 71, 10, 47	CMYK: 0, 16, 4, 0	CMYK: 50, 46, 0, 0

[Neutral Palette]

PMS WARM GRAY 11 C	PMS 7529 C	PMS WARM GRAY 2 C
CMYK: 26, 36, 38, 68	CMYK: 7, 14, 20, 22	CMYK: 6, 7, 10, 11
BLACK C	PMS 425 C	PMS COOL GRAY 3 C
CMYK: 63, 62, 59, 94	CMYK: 48, 29, 26, 76	CMYK: 8, 5, 7, 16

[Color Palette — Metallic Finish]

SILVER TONES, NOT GOLD

www.pantone.com/color-finder/

Business Suite | Order letterhead, envelopes, business and appointment cards, note stationery and invitations through Digital Production Ink by calling **909-558-4552**. Allow at least two weeks for processing.

For all questions on the Business Suite, please call **909-558-4552**.

LOMA LINDA UNIVERSITY
HEALTH

LOMA LINDA UNIVERSITY
HEALTH

Office of the Vice President for Public Affairs
11060 Anderson Street
Loma Linda, California 92354

A Seventh-day Adventist Organization

LOMA LINDA UNIVERSITY
HEALTH

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A Seventh-day Adventist Organization

A Seventh-day Adventist Organization
LOMA LINDA UNIVERSITY | Office of the Vice President for Public Affairs
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Additional Resources | The Graphic Identity Guide offers detailed information on the business suite and on creating items such as those listed below.

- Advertising
- Brochures, Flyers/Posters
- Certificates
- Electronic Correspondence
- Fleet Graphics
- Folders
- Invitations
- Mailing Labels
- Merchandise and Premiums
- Newsletters
- PowerPoint Slides

Consult the Graphic Identity Guide prior to updating or creating any informational or promotional materials. You will find the guide online at:

- **styleguide.lluh.org**

Answers and Approvals | Any material promoting the organization to external audiences must be approved in advance. To request project approval or an exception to the requirements detailed in the Graphic Identity Guide, contact the senior vice president for advancement or that person's designee. Help with any aspect of our corporate identity system is available.

- For all requests or questions, please email or call:
  logorequest@llu.edu or **909-558-3449**.

Accessing the Logo | For help with accessing any application of the logo, contact marketing at **logorequest@llu.edu** or **909-558-3449**. Approved users can find and download the appropriate logo application online by using the naming convention outlined below.

[CONFIGURATION]
pref (preferred) · **stack** (stacked)
horiz (horizontal) · **type** (logotype only)

[FILE TYPE]
eps · **png**

llu_pref_spot.eps

Filename

[AREA]

[COLOR]
black · **cmyk** (four-color process) · **rev** (reversed out; white)
spot (two Pantone spot colors) · **rgb** (Web)