

LOGO AND NAMING GUIDELINES FOR UI HEALTH PATIENT-CARE ENTITIES

The following standards apply to the Hospital & Clinics, UIC Physician Group locations, and Mile Square Health Centers.

The logo and naming guidelines below allow the UI Health brand to exist as an umbrella over entities it includes, while also adhering to requirements from governing bodies, such as The Joint Commission (TJC) and Centers for Medicare and Medicaid (CMS).

Hospital & Clinics:

- The primary lockup is used first (the 4 IL mark always comes before the blue UIC button)
- The *clinic or center is referenced second (Advanced Imaging Center, anything in OCC, etc....)
- The logo must include the identifier on the third line: University of Illinois Hospital & Clinics



*For a full list of entities under the Hospital & Clinics, click here. *(When list is complete)*

UIC Physician Group:

- The primary lockup is used first
- The *clinic or center is referenced second (O'Hare Center, Sports Medicine, etc...)
- The logo must include the identifier on the third line: UIC Physician Group



*For a full list of entities under the UIC Physician Group, click here. *(When list is complete)*

Mile Square Health Centers:

- The primary lockup is used first
- Mile Square Health Center is referenced second
- An optional identifier line can reference the location of the clinic third: Cicero, Back of the Yards, Englewood, etc.

