Guidelines for UI Health/UIC Co-branding

• To be used for clinical or academic units who wish to show association with both UI Health and UIC
• This is not for patient facing material, patient facing material should be branded as UI Health
• Co-branding can be used for inter-campus events, community events that are co-sponsored, and general communication (letterhead/PPs) from entities who associate with both UI Health and UIC

When the audience is the patient and the campaign is placed on west campus then the UI Health logo would be used as a first read. The UIC circle mark would be used second. When the audience is a student or education based and placed on the east campus then the UIC logo would be used as a first read. The UI Health mark would be used second.

When only the UI Health & UIC mark are used the distance between the vertical line is 1/4 width of mark

When the UI Health & UIC mark are joined by other partner or sponsor logos the distance between the vertical line is increased to 1/2 width of mark
February 27, 2014
Dear Madame,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.


Quote meon an estimate et non interruptus stadium. Sic tempus fugit esperanto hiccup estrogen.

Glorious baklava ex librus hup hey ad infinitum. Non sequitur condominium facile et geranium incognito.

Sincerely,

John Doe

Job Title

DRAFT

PowerPoint Template