



# Washington University in St. Louis

---

## SCHOOL OF MEDICINE

### Executive Vice Chancellor for Medical Affairs and Dean

Dear Colleagues:

Washington University School of Medicine is known around the world for excellence in medical education, research and patient care. To effectively communicate our efforts and achievements, both internally and to the outside world, it is imperative that we present a coherent, unified visual appearance through consistent use of the official School of Medicine and WUPhysician logotypes as our exclusive branding marks.

The School of Medicine and WUPhysicians logos were built upon the University's trademark. The University has spent decades achieving brand recognition of its familial trademarks; consistent use of these marks, over time, reinforces our brand recognition and allows all of us to benefit from the outstanding reputation that has come to be associated with them.

As we face ever-increasing competition for research dollars, patients, and the best faculty, students and trainees, it is essential that we capitalize on our existing brand recognition. Creation of additional logos by individual groups within the School is detrimental to this effort.

The University's logo guidelines offer considerable flexibility for every department, division and program to customize their printed and electronic communications materials while preserving institutional identity through use of the official School logo as the exclusive branding mark. The result is effective communication — variety within a strong family.

The University's Guidelines for Logotype Use and Applications are available online at [logo.wustl.edu](http://logo.wustl.edu). The School of Medicine's Office of Medical Public Affairs is charged with assisting School employees in applying these guidelines. Please feel free to contact Medical Public Affairs if you need assistance or have questions.

Every member of the School of Medicine community has a responsibility to maintain our consistent visual identity. I appreciate your cooperation and support in using this effective system as we work together to advance Washington University School of Medicine.

**Larry Shapiro, M.D.**  
Executive Vice Chancellor and Dean  
Washington University School of Medicine