POLICY: HS-PR1100 *
INDEX TITLE: Communications, Marketing and Strategic Planning

SUBJECT: Use of UPMC Name, Logo, and Tagline
DATE: February 11, 2011

I. POLICY

It is the policy of UPMC that its name, logo, and tagline (Life Changing Medicine) are to be used only for the conduct of official and authorized UPMC business. Further, the use of the UPMC logo and tagline and the application of UPMC’s graphic identity standards must follow the guidelines stated in the UPMC Brand Resource Center accessible via the Infonet. In addition, the guidelines in this policy apply to all business-level names and logos within the organization.

II. PURPOSE

UPMC considers its name, logo, and tagline as assets that are to be valued and protected. Misuse of the UPMC identity constitutes misuse of system assets. Thus, UPMC’s name, logo, and tagline, and variations of the tagline, should not be used for personal, unofficial, or unapproved activities, or in any manner that is inconsistent with the UPMC Brand Resource Center guidelines.

III. SCOPE

This policy applies to all entities in which UPMC holds any ownership or membership interest.

IV. GUIDELINES

1. Neither UPMC’s name, logo, tagline, nor variations of the tagline, may be used in any announcement, advertising, online media (including websites and social media outlets), publication, correspondence, editorial, or report in connection with personal or unofficial activities of UPMC staff.

2. Neither UPMC’s name, logo, or tagline may be used in any way that could be interpreted as implying endorsement of any company, project, product, or service unless specific written consent is obtained from UPMC Marketing Communications and Corporate Legal departments.
3. All requests for use of UPMC logos should be directed to UPMC Marketing Communications. Further, distribution of UPMC’s name, logo, or tagline to any third-party must be requested via UPMC Marketing Communications and the third-party’s use of the name, logo, or tagline must be pre-authorized by UPMC Marketing Communications prior to publishing.

4. In order to maintain the integrity of UPMC’s institutional identity program, individual logos, taglines, or separate identity programs will not be created for UPMC entities. Exceptions are certain joint ventures or commercial businesses in which UPMC has a financial interest. For these programs, use of UPMC’s name, logo, and tagline will be considered on a case-by-case basis and must be pre-authorized by UPMC’s Marketing Communications and Corporate Legal departments.

5. UPMC identity guidelines and standards apply to stationery, business cards, e-mail signatures and other correspondence materials; forms; publications, and other printed pieces; internal communications; advertisements as defined in Corporate Policy HS-PR1103 Advertising and Marketing; web sites and other public internet communications as defined in Corporate Policy HS-PR1104 Public Internet Communications; video and slide presentations; and other means of visual identification including exterior and interior signage, vehicle graphics, clothing, and specialty items.

6. Stationery and specialty items bearing the UPMC logo must be procured through the official requisition and ordering processes as established by UPMC Supply Chain and accessible via Infonet, or as otherwise authorized by UPMC Marketing Communications.

Questions about appropriate use of logos or other identity materials should be directed to UPMC Marketing Communications at BrandRequest@upmc.com.

SIGNED: Marian Dezelan
Vice President, Marketing Communications

ORIGINAL: July 1, 2000

APPROVALS:
Executive Staff: February 11, 2011

PRECEDED: February 23, 2010

SPONSOR: UPMC Marketing Communications

* With respect to UPMC business units described in the Scope section, this policy is intended to replace individual business unit policies covering the same subject matter. In-Scope business unit policies covering the same subject matter should be pulled from all manuals.