



EXECUTIVE SUMMARY

The purpose of the policy is to maintain brand consistency across the diverse service lines and clinical departments of the University of Utah Health Sciences and University Health Care.

The policy prescribes requirements and procedures by which clinical units shall abide when developing and publishing public facing communications. It sets forth authority and oversight and specifies requirements for:

- Graphic design and editorial style
- Advertising
- Signs and banners
- Using outside vendors
- Website content and design
- Outreach with referring physicians
- Staffing for public relations, marketing and referral development
- Naming programs and services

The University of Utah Health Sciences Office of Public Affairs and Marketing is the coordinating authority for these public facing communications. Oversight is provided by the Health System Executive Council (HSEC) reporting to the Senior Vice President of Health Sciences. The HSEC has vetted this policy and approved it in their regular meeting March 11, 2009.

Communications by academic departments intended for students and faculty are not subject to this policy. However, the office of Public Affairs and Marketing makes every effort to align all Health Sciences communications with the brand and style guidelines prescribed in this policy.