Stationery, Logos, and Presentation Materials Policy
Department of Pediatrics
Rev: February 17, 2011

This memo is to clarify University and Department policy regarding the recent changes in format for stationery, business cards, and presentation materials.

University of Utah Logo and Stationery options: Departments and divisions may choose from one of two University stationery options, “University of Utah Health Care” or “University of Utah School of Medicine.” The University of Utah Health Care and University of Utah School of Medicine logos are always left aligned. This format is preferred and appropriate for most layouts. Service lines, departments, and any sub-set thereof are typeset outside the logo field. Per University policy, departments and services do not have their own logo; consequently, individual logos cannot be placed alongside University of Utah logos.

Intermountain Healthcare logo: The Intermountain Healthcare logo may not be used by University of Utah employees, faculty physicians, licensed individual practitioners (LIPs), departments or offices belonging to the University of Utah, or private practices that are located in a PCMC facility, with the exception of presentation materials and documents used for educational events at Primary Children’s, including the Continuing Medical Education (CME) program.

PCMC Graphic: In place of the Intermountain Healthcare logo, the newly created graphic, “Clinical Services located at Primary Children’s Medical Center” may be used by faculty physicians and other physicians whose primary practice site is in a PCMC facility. Note that the PCMC graphic does not contain the Intermountain Healthcare fan or registered trademark symbol. The PCMC graphic is optional; if used, it should be placed in the lower right corner of the letterhead or appointment reminder card.

Download Logos
For electronic templates of University graphics, please go to the University of Utah Print and Mail Services website: http://www.printing.utah.edu/uhsstationery.html.

Select University Health Care Logos (at the bottom of the left hand column)
Log on to Intercomm (Health Sciences Intranet)
Select Document Templates

The PCMC Clinical Services graphic can be found on the Pediatrics Intranet site (http://www.ped.med.utah.edu/pedsintranet/) in the Policies/Guidelines & Forms section under branding.

Presentation Materials: Presentation slides or other presentation materials used by faculty physicians may use the PCMC name and Intermountain Healthcare logo. Please go to
Select **University Health Care Logos** (at the bottom of the left hand column)
Log on to **Intercomm (Health Sciences Intranet)**
Select **Presentation Templates**

If you wish to include the Intermountain Healthcare logo on your presentation materials, please contact Aanal Mehta (Marketing Specialist for Department of Pediatrics) at aanal.mehta@hsc.utah.edu and she will assist you.

**Documents for Educational Events at Primary Children’s:** Materials for educational events held at Primary Children’s, including the Continuing Medical Education (CME) program, may use the PCMC name and Intermountain Healthcare logo.

If you wish to include the Intermountain Healthcare logo on your educational event materials, please contact Aanal Mehta (Marketing Specialist for Department of Pediatrics) at aanal.mehta@hsc.utah.edu and she will assist you.

**Printing:** Official orders for letterhead and business cards must be made online at University of Utah’s Print Shop website [http://www.printing.utah.edu/stationery.html](http://www.printing.utah.edu/stationery.html). If you prefer to generate letters and other documents electronically, please use the attached PCMC graphic and access University electronic templates at the web link referenced above or contact Cory Hale at Print and Copy Services at cory.hale@hsc.utah.edu

Primary Children’s has agreed to reimburse the University for one-time costs associated with replacing old stationery and printed materials in order to conform to new institutional policies. Please send paid invoices to Carole Hoyt at carole.hoyt@hsc.utah.edu and she will submit them to PCMC for reimbursement.

For questions regarding stationery and logos in the Department of Pediatrics, please contact Aanal Mehta at aanal.mehta@hsc.utah.edu