GUIDELINES AND NAMING CONVENTIONS FOR WASHINGTON UNIVERSITY
CLINICAL PRACTICES

Practice Brand Agreed by Clinical Chairs November 2005,
Reviewed by the Clinical Practice Committee November 2005
Revised November 2007
Cobrand Agreed with Barnes-Jewish Communications and Marketing October 2011

I. The Clinical Space

Naming Convention:
The naming convention of “Washington University (practice name)” is used in order to clearly establish
and reinforce with patients that the medical care they receive is provided by a Washington University
physician or other supervised clinician.

This naming convention applies to:
- clinical practice names
- office directories
- reception room signage
- maps
- clinical reports and other patient care communications
- stationery (letterhead, business cards, appointment cards and memo sheets)*

Logo:
The Washington University Physicians logo should be used alone.

Examples:
Washington University Dermatology
Washington University Urologic Surgery

* Endowed or named centers e.g. Jacqueline Maritz Lung Center, JoAnne Knight Breast Health Center,
will use the full practice name.

Avoid the use of:

“Washington University School of Medicine (practice name).” The reference to research or
education can confuse the public in a clinical setting

References to “Department of””, Division of” or “Section.” These are internal terms, which are
meaningless or confusing to the public.

“Center for xxxxxx of Washington University”. The “Center for” should be reserved for the Center
for Advanced Medicine.

II. Exterior Office Signs

1) School-based practices

Naming/Display Convention:
When a practice is solely sponsored by Washington University School of Medicine, the exterior signs including suite door signs should use the naming convention, as above, “Washington University (practice name)”.

**Logo:** The Washington University Physicians logo should be used alone.

**Example:**
*Washington University Eye Center*

2) **Agreed upon, co-branded clinical initiatives**

2a) **Initiatives with Barnes-Jewish Hospital**
An agreement between Washington University and Barnes-Jewish Hospital, established in 2007 and revised in 2011, identifies specific clinical initiatives jointly sponsored by Washington University School of Medicine and Barnes-Jewish Hospital.

**Naming Convention:** These specialty centers listed below must follow the convention of Washington University and Barnes-Jewish XXXXX Center. This convention is used with the exterior signs, including door practice signage.

**Logo:** The approved configurations of the National Leaders in Medicine co-brand, which display the name of the center as agreed, should be used. Please contact Medical Public Affairs at 314-286-0114 for the appropriate configuration and assistance with its use.

**Approved co-branded centers include:**
*Washington University and Barnes-Jewish Heart & Vascular Center*
*Washington University and Barnes-Jewish Neurology & Neurosurgery Center*
*Washington University and Barnes-Jewish Stroke & Cerebrovascular Center*
*Washington University and Barnes-Jewish Orthopedic Center*
*Washington University and Barnes-Jewish Transplant Center*
*Washington University and Barnes-Jewish Trauma Center*

2b) **Initiatives with St. Louis Children’s Hospital**
Although many of our pediatric clinical communications do use the St. Louis Children’s Hospital and Washington University Physicians co-brand as appropriate, there has been no formal agreement established with St Louis Children’s Hospital for the naming of co-sponsored clinics — aside from one exception (see below).

**Exception:** In 2012, the School of Medicine and SLCH agreed to the following naming convention for the co-sponsored cardiovascular services: The St. Louis Children’s and Washington University Heart Center.

**Logo** for The Heart Center: A special co-brand was developed for SLCH and Washington University Physicians on communications for the center.

3) **Initiatives with other hospitals or health care entities**
No other hospital name should be used in conjunction with a Washington University physicians practice, even though the center may reside inside that facility. This includes clinical sites at, but not limited to:
- Christian Hospital
- Barnes-Jewish West County Hospital
III. Building Directories

1) Naming/Display Conventions
Physicians and other Washington University clinical providers should be identified by their Washington University specialty

*Washington University Psychiatry*
*John Smith, MD  Suite 220*

*Washington University Eye Center*
*John Smith, MD  Suite 119*

2) Suite and Physician Lists
Alphabetical listing by surname is preferred over professional or academic rank.

George Apple, MD  
Mary Brown, MD  
Lester Cole, MD, chief  
Fred Miller, MD  
Mary Smith, ANP  
Edward Zith, MD

IV. Contacts and Approvals
Please contact the appropriate office for assistance prior to undertaking new projects related to:

<table>
<thead>
<tr>
<th>Project</th>
<th>Office</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior signs and monuments</td>
<td>WUSM Medical Public Affairs</td>
<td>314-286-0106</td>
</tr>
<tr>
<td>Letterheads, business cards, stationery</td>
<td>WUSM Medical Public Affairs</td>
<td>314-286-0121</td>
</tr>
<tr>
<td>Websites and publications</td>
<td>WUSM Medical Public Affairs or FPP Communications &amp; Marketing</td>
<td>314-286-0114 or 314-747-6542</td>
</tr>
<tr>
<td>Social media initiatives or accounts</td>
<td>WUSM Medical Public Affairs</td>
<td>314-747-2273</td>
</tr>
<tr>
<td>Internal signage, directories</td>
<td>FPP Communications &amp; Marketing</td>
<td>314-747-6542</td>
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</tbody>
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For more information on use of the Washington University identity/logo system, please visit:

- The university’s logo guidelines (see pages 31-52 for specific use of the Physicians brand marks)
- School of Medicine supplemental branding assistance and assets, including PowerPoint templates, video branding and social media guidelines