

## Brand and Name Usage Guidelines

The Froedtert & the Medical College of Wisconsin health network has relationships with vendors, collaborators, research partners, nonprofit and community groups, media outlets and others. To protect the Froedtert & the Medical College brand, guidance is provided for common requests from vendors and partner organizations.

### Using Our Name and Logo

Our vendors and partner organizations may have the need to use our name, images, logo or copyrighted materials in their own materials – including but not limited to items like brochures, sell sheets, T-shirts, newsletters and websites. This can be accomplished with permission from the Froedtert & the Medical College health network. Froedtert & the Medical College health network will determine whether permission is granted on a case-by-case basis, in its sole judgment. Permission will not be granted to organizations that:

- Produce or support hate, discrimination, pornography, libel or other defamatory content
- Support or advocate for any political party, organization or person running for office
- Produce or support content that violates any trademark, copyright or patent law
- Produce or support content that any reasonable person would consider objectionable and not consistent with the mission, vision or values of the Froedtert & the Medical College brand

Requests for using our name, images, logo or copyrighted material may be made via the online form found at [froedtert.com/brand-usage](http://froedtert.com/brand-usage). Usage of the Froedtert & the Medical College brand, name and/or logo must be clear in the request.

### Vendor Requests for News Releases, Testimonials and Case Studies

Vendors frequently issue news releases announcing a contractual relationship with us; sometimes such permission is included in the contract language. All news releases must be reviewed by Froedtert & the Medical College health network media relations staff. Media relations will discuss the request with the program director to determine the validity of the vendor relationship before approving the release. Quotes attributed to Froedtert representatives should be factual and avoid endorsing the product or vendor. Requests for testimonials and case studies are handled similarly.

### Use of Our Brand and Name by Our Staff

Any comments or statements made by a Froedtert Health staff member regarding any of our partners, including vendors, collaborators, nonprofit and community group partners, and others are the staff member's individual opinion and do not reflect the opinion of Froedtert & the Medical College of Wisconsin. Individual staff member comments or statements should not be viewed as official Froedtert & the Medical College endorsement.

### Use of Copyrighted Material

Other organizations may use our copyrighted materials through "fair use" or with our permission. "Fair use" is a legal term and care must be taken when evaluating the definition. If you are in doubt, please

ask us for permission at [froedtert.com/brand-usage](http://froedtert.com/brand-usage). We occasionally grant permission for use of our copyrighted material under the following conditions:

- The material is used for personal, noncommercial or informational purposes
- Our material is not modified in any way
- The copyright notice is retained in the material. The copyright notice should contain the year, the copyright symbol, our brand and acknowledgement that permission has been granted. For example:  
© 2014 Froedtert & the Medical College of Wisconsin. Reprinted with permission.

### Proper Use of the Brand and Logo

All requests to use our brand and logo must come with specific descriptions of the use, including written and visual examples. Some brand guidelines to be aware of:

- When using the “Froedtert & the Medical College of Wisconsin” brand in text, use it as a brand mark and, as such, only as an adjective to define something else (e.g., “health network”)
- The F&MCW logo must be at least 1.75" in length but the preferred width is 2". The minimum digital size display is 175 pixels. Due to size restrictions of the final product, exceptions can be made. All exceptions must be approved by the Marketing and Communications department
- All logos must have a space surrounding them that is equal to the height of the “F” in Froedtert; which means no text or graphics may come closer than that space
- The logo cannot be distorted in any way. If resized, it must be done proportionally
- The logo may not be used as part of a sentence or phrase
- The logo may not contain unapproved logotype modifiers
- The logo’s color may not be changed
- The logo must be on a plain or non-distracting background. A reverse and white outline logos are available for darker backgrounds

### Link Standards

#### *Linking to froedtert.com*

The Froedtert & the Medical College of Wisconsin health network does not control external websites and has no responsibility for the accuracy of other sites, nor does it endorse the content of other sites.

Any website may link to [froedtert.com](http://froedtert.com) without permission with the following limitations:

- *Froedtert.com* may not be captured within a frame or otherwise appear to be content that is not generated by the Froedtert & the Medical College of Wisconsin health network
- Other websites may not use the Froedtert & the Medical College logo without permission (see below)
- There is no implied or explicit Froedtert & the Medical College endorsement

Websites may link to *froedtert.com* and use the Froedtert & the Medical College brand name and logo with permission. Requests to link to *froedtert.com* may be made at *froedtert.com/brand-usage*. Requests will be evaluated on the criteria outlined above.

Examples of organizations that *could* be granted permission to use our brand and logo include but are not limited to current vendors, nonprofit or community organizations with which we have a current relationship, and nonprofit disease support groups.

### ***Linking to Other Sites***

Links to other websites may be added to *froedtert.com* if it has been determined that the link is consistent with the goal of *froedtert.com*, which is to provide information to help health care consumers take an active role in their health and in the health of their families by:

- Providing information on specific disease conditions and treatment options
- Giving access to other resources for support or education on health care issues
- Offering tools to help people manage their nutrition, exercise or health care issues
- Allowing for transactions between the Froedtert & the Medical College of Wisconsin health network and their patients
- Improving the level of satisfaction of patients of the Froedtert & the Medical College of Wisconsin health network

At its discretion, editors of *froedtert.com* may provide links to websites of nonprofit organizations or private or commercial entities if they offer information or services that are consistent with the goals of the *froedtert.com* site. Each link request will be evaluated on a case-by-case basis.

To request a link, go to *froedtert.com/brand-usage* and detail your request and state the objectives of your site and the content that it contains.

### **Medical College of Wisconsin Brand Usage**

The guidelines in this document are for the Froedtert & the Medical College of Wisconsin brand. Froedtert Health combines with the Medical College of Wisconsin to form eastern Wisconsin's only academic medical center and associated regional health care network. Aside from text in reference to the business organization, there is no approved logo or other usage for Froedtert Health. The Medical College of Wisconsin has separate brand usage processes and permissions and associated policies, including a policy on endorsements and conflicts of interest. Detailed information may be found at *www.mcw.edu*.