



CM006 Brand Policy

Policy Type : Administrative/Operations
Responsible Administrator : Wonda Riner,
Chief Information and Marketing Officer
Responsible Office : Marketing and
Communications

Originally Issued : July 11, 2022
Revision Date: June 27, 2023
Training Required : No
LCME Required : No

Approved by:

Marc J. Kahn, MD, MBA

Marc J Kahn, MD, Dean

Date: January 10, 2024

Definitions

Brand: The process of how an entity is identified

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j. Logo Misuse

Great care must be taken when utilizing the logo in order to maintain its integrity. When adjusting the size of a logo, please always make sure to hold down the shift key while increasing or decreasing the size at the corner of the image with the mouse. This will prevent “skewing” the logo, creating a squeezed, stretched or distorted look.

Other unacceptable uses include:

- Adding a drop shadow or other effect.
- Changing the colors of the text or separator.
- Cropping or removing any words or elements.
- Rearranging any elements or words.
- Adding information or other words.

Placing the logo on a busy background (diagonal lines, etc.)

