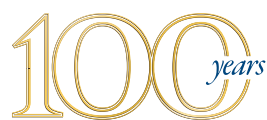


University of Rochester Medical Center

100 Anniversary Mark Guidelines

To assure continuity, all centennial marks must be used as designed. Primary marks should be used for Medical Center-wide materials. Entity-specific marks have also been created to distinguish each centennial and are intended for use on materials expressly for those audiences. For many applications, we've done the work for you! Join the celebration by exploring our toolkit's resources for customizing your posters, digital displays, letterhead, social media tools, email signature and more.

PRIMARY MARKS:



Full color positive
(light backgrounds)



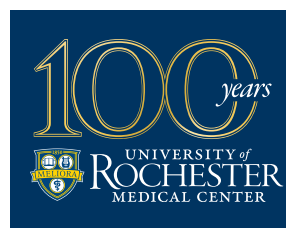
Full color reverse
(dark backgrounds)



Vertical full color positive
(light backgrounds)



Horizontal full color positive
(light backgrounds)



Vertical full color reverse (dark backgrounds)



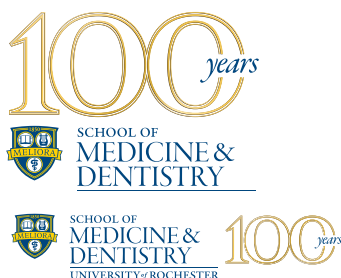
Horizontal full color reverse (dark backgrounds)

ENTITY-SPECIFIC MARKS:

SCHOOL OF NURSING
Centennial Year Begins
Sept. 15, 2025



SCHOOL OF MEDICINE & DENTISTRY
Centennial Year Begins
Sept. 17, 2025



STRONG MEMORIAL HOSPITAL
Centennial Year Begins
Jan. 4, 2026



All entity marks also
available as reverse
for dark backgrounds.

TAGLINE

ADVANCING HEALTH, ENRICHING LIVES.

Our centennial theme is "Advancing Health, Enriching Lives." The theme can be used in the same layout as the centennial logo as a title or headline but should not be directly locked up with/added to the logo.

COLOR PALETTE

BLUE

CMYK (PRINT): 88/53/0/60; RGB (DIGITAL): 12/48/102

YELLOW

CMYK (PRINT): 0/18/100/0; RGB (DIGITAL) : 255/210/0 (do not use for type or on white background. Use as an accent color only)

TYPOGRAPHY

Primary: Proxima Nova.
If not available, please use Arial.
Use all caps/bold for one-line phrases, like the tagline.

FOR MORE INFORMATION

For more information on Centennial brand usage, please email urmctoday@URMC.Rochester.edu and use "Centennial Toolkit" in the subject line.