WORDMARK USE
The wordmark is required on all AHC communications. Place the wordmark at the top or bottom of a piece on the cover or front. The use of “Driven to Discover” is preferred.

YOU MUST OBTAIN AN OFFICIAL WORDMARK from your school or college’s communicator or the AHC Creative Agency (see below). Do not attempt to alter, type or recreate the wordmark. Do not use the wordmark as part of a sentence.

BLOCK “M”
Use of block “M” is optional.

DIVISIONS or DEPARTMENTS
When necessary to identify a campus, center, division or department under the School or College, do not use “Driven to Discover.” Wordmark combinations are limited to three lines of text.

COLORS
Wordmarks can be one-color (maroon or black), two-color (maroon and black), or reversed out in white.

On coated paper: Maroon = Pantone 202 C
On uncoated paper: Maroon = Pantone 201 U

SIZING
The wordmark should never be smaller than 2 1/8” in width on paper sizes 3” x 5” or larger; no smaller than 1.5” on paper sizes smaller than 3” x 5.”

BUFFER SPACE
Leave a buffer (or blank) space surrounding the wordmark, away from other graphic elements or the edge of the paper. The buffer space should be a minimum of the height of the “N” in “University.”

RESOURCES

School and College Communicators:
- Dentistry: Claudia Kanter 612-625-0402
- Medical School: Sarah Hansen 612-624-9912
- Nursing: Barb Schlaefer 612-626-9079
- Pharmacy: Amy Leslie 612-624-7654
- Public Health: Sarah Bjorkman 612-624-6708
- Veterinary Medicine: Laurie Brickley 612-624-6228
- Creative Agency: Wendy Broberg 612-624-8612

The AHC Creative Agency can help determine the appropriate wordmark and format for your use. Considerations include:
- File format (eps, jpg, tif or gif)
- Resolution (300 dpi for print vs. 72 dpi for electronic)
- CMYK or spot color, for coated or uncoated paper

Anyone you assign or hire to design collateral material should review the AHC style guidelines and obtain an official wordmark. Call Wendy at (612) 624-8612.