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Brand and naming policy Erasmus MC

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1 Mission, brand promise and core values

Introduction

Erasmus MC is a center of excellence focusing on patient care, education and research, and therefore wants to distinguish itself as a top brand in the national and international market. We all make our contribution to this by reaching out from all parts of Erasmus MC in a uniform way with a single name, a single logo, a single house style and a single, clear promise. Together we are building a strong competitive position in the changing healthcare market.

Consistent use of recognizable symbolism (logo, house style and brand promise, including the campaign visuals) helps to create a strong brand, nationally as well as internationally. Erasmus MC stands for 'patient-driven care, deeply rooted in research and education'. This policy describes the scope and guidelines with regard to applying the name, the brand and the Erasmus MC logo in everyday practice, both internally and externally.

Vision

Erasmus MC is **the** university medical center where knowledge and new knowledge are developed, applied and transferred to professionals and upcoming professionals. We are continually on the lookout for innovation, for the best diagnostic and treatment methods, and the latest findings in the field of health and prevention. We unite the latest scientific insights with practical application, so that patients and people with a healthcare need can benefit fully from this. We aim to promote the further development of good healthcare.

Erasmus MC is situated in the center of Rotterdam, together with Erasmus MC Sophia Children's Hospital and Erasmus MC Cancer Institute. Part of the oncological care provided by Erasmus MC, brought together in Erasmus MC Cancer Institute, will also be offered at the Daniel den Hoed location in Rotterdam-Zuid until the move to the new buildings in 2017. As the Netherlands' largest university medical center, Erasmus MC offers special opportunities in the Netherlands for research, education and patient care. Some 14,000 employees are committed to achieving this on a daily basis. Using the slogan 'Rotterdam is getting better', the university medical center of the 21st century is currently being shaped.

1.1 Mission and Motives

Erasmus MC is committed to a healthy population and excellence in healthcare through research and education. This is who we are and what we do. As real pioneers, we conduct groundbreaking work, push boundaries, and lead the way. In our research, our education, and in healthcare. We use our expertise to expand the pool of knowledge about health and disease, improve diagnostics and treatment, and continually look for ways to innovate. Our aim is to heal patients and to keep healthy people healthy.

1.2 Brand values: typically Erasmus MC

How do others see Erasmus MC? We can be characterized as pioneering, driven and as 'practical thinkers'. Our brand values stand for how we do things.

Pioneering

We carry out pioneering work. In our research, our education, and in healthcare. We discover new opportunities, and together we make healthcare visibly better. We anticipate, signal opportunities, and respond to them. Together we endeavor to achieve breakthroughs that benefit society with our own vision on healthcare. In Course '013, 'groundbreaking' was an important value. We have now adapted this value and call it 'pioneering', because this fits better with our 'Rotterdam' way of doing things.

Driven

We discover and innovate based on an intrinsic drive and the belief that we can improve every day. We are leaders in research, education, and healthcare. We do everything we can to improve health and healthcare: we are go-getters and we understand the meaning of the word commitment.

Practical thinkers

We are practical people, but with a high level of expertise. We are level headed, and we keep both feet firmly on the ground. We prefer to roll up our sleeves and get down to work. We are practical thinkers, and everything we do serves a single purpose: achieving a healthy population and providing excellent healthcare.

1.3 Core values: basic principles behind Erasmus MC

The core values of Erasmus MC are **Responsible, Uniting, and Enterprising**. These are the basic principles behind everything we do, and we are making sure this applies to every single aspect. For we believe that we can provide the best care, research, and education by being responsible, uniting, and enterprising. Our core values are inextricably linked together. Below we explain what we mean by each of these values:

Responsible

Feeling responsible, being given responsibility, and taking responsibility: for the patient and his family, the student, society in general, and for each other. This is one of the basic principles behind everything we do at Erasmus MC. Being responsible also means that you are a professional with integrity, and that you are open. For example, if someone questions you about your results or actions. You are keen to share your knowledge and insights. And in turn, you also question others as needed.

Uniting

By standing united we can improve and innovate. By working together we can achieve more, after all. As an employee, you are a team player and you feel connected with patients, students, and with Erasmus MC. You are open to their questions and needs, both now and in the future. A few other important qualities: you are involved, engaged, and you show empathy. You work together with partners, both within and outside our organization, on the basis of trust and respect.

Enterprising

Erasmus MC is enterprising and quick to show initiative: we identify opportunities and we are

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prepared for them. This applies to you too. You take the initiative when you see opportunities for innovation or improvement. You are also enterprising in your work. You do not hesitate, but you get down to business and you raise relevant issues. Full of courage, ambition, and optimism.

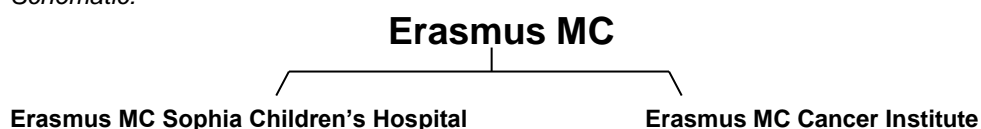
2 Brand hierarchy

Erasmus MC is not just the name of an organization. Erasmus MC is the parent brand and stands for a single organization with a single identity, also called a *monolithic* identity. This is expressed in a common house style (for detailed information and downloads, see www.erasmusmc.nl/huisstijl).

Within this monolithic identity - the **Erasmus MC brand** – we distinguish two **sub-brands**:

Erasmus MC Sophia Children's Hospital
Erasmus MC Cancer Institute

Schematic:



The trading names are Erasmus MC-Sophia and Erasmus MC Cancer Institute. These sub-brands, with a semi-monolithic identity, operate and present themselves under the Erasmus MC umbrella. They distinguish themselves from the Erasmus MC parent brand because both organizational units represent specialized fields with their own reputation in national and international university healthcare. Erasmus MC-Sophia stands for high-quality patient care for children together with the associated scientific research, education and training. Erasmus MC Cancer Institute is leading in the field of cancer care, scientific research and education.

The sub-brands 'Sophia Children's Hospital' and 'Cancer Institute' will constitute part of the organization name Erasmus MC and the Erasmus MC logo in all communication. The parent brand Erasmus MC and the sub-brands are of great importance for fundraising.

3 Brand and name usage

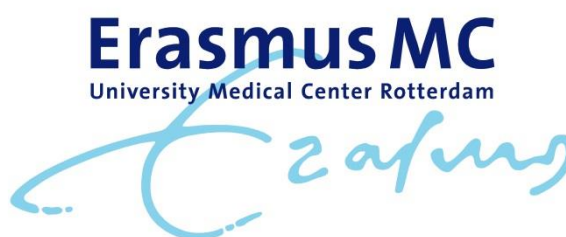
3.1 Logo and trading name

The name or trading name of our organization is the name as the brand name and the logo.

NL



UK



In a running text, the article 'the' may be added for communicative or stylistic reasons. 'Erasmus' may never be abbreviated and 'MC' should never be used in full. Erasmus MC is our everyday name. 'EMC' and 'Erasmus Medisch Centrum' should therefore never be used. .

~~EMC~~

Erasmus MC

~~Erasmus Medisch Centrum~~

3.2 Subtitle trading name

Part of the logo is the subtitle: 'University Medical Center Rotterdam'. This subtitle is not to be used in verbal or written communication: we limit ourselves to the trading name. Using the subtitle is not desirable:

- On official stationery, the subtitle is always visible in the logo. It would be superfluous to explicitly refer to the subtitle;
- There is a great danger that the subtitle would be abbreviated to 'UMCR' and would be used as such by external relations (e.g. the media);
- The subtitle elements are also present in the trading name: MC = Medical Center, University is expressed by Erasmus and this name is inextricably associated with the Erasmus University and the city of Rotterdam;
- The subtitle should be left out of the logo if it is not or no longer legible.

3.3 Style of writing sub-brands and sub-brand logos

The sub-brands Erasmus MC Sophia Children's Hospital and Erasmus MC Cancer Institute are always named as part of Erasmus MC. We use the written form and trading names to do this:

- Erasmus MC Kanker Instituut / Erasmus MC Cancer Institute
- Erasmus MC-Sophia / Erasmus MC Sophia Children's Hospital



Kanker Instituut



Sophia Kinderziekenhuis



Cancer Institute



Sophia Childrens Hospital

3.4 Official organizational units

All official organizational units (themes, boards, institutes, departments, project groups, organization-wide committees and centers) are always allowed to distinguish themselves by making use of **textual** messages, in accordance with the governing house style guidelines (www.erasmusmc.nl/huisstijl).

The development and usage of **visual** sub-brands/logos/brand marks/wordmarks is **not** permitted for separate organizational units.

Specific conventions apply for external partnerships or organizational forms. See Chapter 5 'Brand and log usage by legal entities associated with Erasmus MC'.

3.5 Theme names

Within Erasmus MC, theme refers to an internal or external collaboration. Departments work together long-term as independent units within these themes, on the basis of a natural cohesion with respect to subject matter and shared interests and ambitions.

Theme names are a vehicle to reflect the organizational structure. Therefore, themes are explicitly **not** brands or sub-brands. The consideration for choosing theme names lies in creating recognition for employees. It is intended to help employees feel at home in that specific part of Erasmus MC with which they are most involved. A theme name does not have added value for recognition by external target groups and therefore has no external communication value.

Theme names are not to be communicated externally and are not to be used on building exteriors and signage.

Departments are the creative core of Erasmus MC and must remain recognisable for everybody – employees as well as the outside world. It therefore remains up to the department to communicate with external target groups, such as patients and referrers.

The theme names are:

- Biomedical Sciences
- Daniel den Hoed
- Diagnostics and Advice
- Dijkzigt
- Brains and Senses
- Health Sciences
- Growth, Development and Reproduction
- Emergency, Perioperative and Intensive Care
- Thorax

3.6 Naming of other organizational units

In written as well as verbal communication, as little distinction as possible must be made between organisational units, with the exception of the two sub-brands Erasmus MC – Sophia and Erasmus MC Cancer Institute. In naming organisational units, use can be made, for example, of building codes and numbers of rooms and floors.

A few examples:

- Erasmus MC, room Ee-209, faculty building;
- Servicedesk Erasmus MC, building V, 1st floor;
- Auditorium, Erasmus MC Cancer Institute, location Daniel den Hoed, 4th floor
- Board of Directors, building Na, 14th floor (Na14...);
- Dijker's Restaurant, Erasmus MC, building V, 1st floor.

Usage of the term 'locations'

Before the relocation of Oncology from the Daniel den Hoed location (part of Erasmus MC Cancer Institute) to the new buildings in 2017, situations may occur in everyday practice where naming buildings and/or rooms alone is insufficient. In these particular cases, it is necessary to

include the location where treatment will take place to avoid patients and visitors going to the wrong place.

An example:

A patient is being treated by a multidisciplinary team of specialists at the Brain Tumor Center of Erasmus MC Cancer Institute. His/her treatment will take place at several locations. For example, the first appointment will be at the Daniel den Hoed location, radiotherapy treatment at the location in Dordrecht and chemotherapy treatment will take place at Erasmus MC, center location. In this case, the patient will be referred to 'Erasmus MC Cancer Institute, Rotterdam center location, as it has to be made clear that treatment will be continued at another location. Using just 'Erasmus MC', without additional location specification, would cause confusion as it also refers to the organisation as a whole.

In these cases, we use the names and contact details below:

Erasmus MC Cancer Institute
Daniel den Hoed location
Rotterdam-Zuid
Groene Hilledijk 301
3075 EA Rotterdam

Erasmus MC Cancer Institute
Rotterdam center location
's-Gravendijkwal 230
3015 CE Rotterdam

Erasmus MC Cancer Institute
Radiotherapy department
Dordrecht location
Karel Lotsyweg 30
3318 AL Dordrecht

3.7 Other names

Department, centers institutes, boards, project groups and organization-wide committees do not have the same status as sub-brands which is why another style of writing applies to these organizational units. They may NOT use Erasmus MC -, but, for example, Erasmus MC, department Gynecology or Erasmus MC- Sophia, department of Pediatrics or Erasmus MC Cancer institute, department of Radiotherapy. The corporate name (Erasmus MC) or one of the two sub-brands (Erasmus MC – Sophia or Erasmus MC Cancer Institute) should come first, followed by a comma and then the respective department, corporate office, etc.

Naming in Dutch texts

Erasmus MC, afdeling Celbiologie en Genetica

Erasmus MC, afdeling Cardiologie

Erasmus MC-Sophia, afdeling Kindergeneeskunde

Erasmus MC-Sophia, Craniofaciaal Centrum, afdeling Kindergeneeskunde

Erasmus MC Kanker Instituut, afdeling Radiotherapie

Erasmus MC Kanker Instituut, Hersentumorcenrum, afdeling Neurochirurgie, etc.

3.8 English

Erasmus MC is the trading name in Dutch as well as in English. In English we do not use an article, neither in a title, nor in a sentence: it is therefore NOT 'the Erasmus MC'. The brand and naming policy in Dutch and English language communication is identical. It is important, however, that we always use 'university' as a translation for 'academisch' or 'universitair', and never

‘academic’. In English language communication we make use of the English logo with the subtitle ‘University Medical Center Rotterdam’. We use American English spelling.

Naming in English texts

Erasmus MC-Sophia Children’s Hospital, department of Pediatrics, the Netherlands

Erasmus MC Cancer Institute, department of Radiation Oncology, the Netherlands

Erasmus MC, department of Cell Biology and Genetics, the Netherlands

Erasmus MC, Thorax Centre, department of Cardiology, the Netherlands*

*uitzondering m.b.t. Amerikaanse spelling

3.9 Affiliation details in scientific publications

For acknowledgements and affiliation details in scientific publications we use the following style of writing.

In Dutch

Erasmus MC

Afdeling Dermatologie

Erasmus MC-Sophia Kinderziekenhuis

Afdeling Kindergeneeskunde

Erasmus MC Kanker Instituut

Afdeling Urologie

In English

We make an exception on the use of subtitles and the mentioning of brand names for international affiliation details. This is because official letterheads with the logo of Erasmus MC (including the subtitle) are not used when submitting scientific publications. It is therefore necessary to explicitly use subtitles in international affiliation details.

Erasmus MC

University Medical Center Rotterdam

Department of Cardiology

Erasmus MC - Sophia Children’s Hospital

University Medical Center Rotterdam

Department of Pediatrics

Erasmus MC Cancer Institute

University Medical Center Rotterdam

Department of Urology

4 New names and changing existing names and department names

4.1 Procedure new name for departments and centers, or those to be established, at Erasmus MC

The following guidelines are the basis for inventing a name for a new department or a new centre in which a number of Erasmus MC departments participate:

- Think of a name that is distinctive and embraces what the department or the centre does.
- Think of a name that is easy to understand for the key stakeholders (including patients, students, referrers, researchers).
- Preferably use no abbreviations as these need to be explained to the target group.
- Translate the name into English
- Inform the house style manager of the Communications department, huisstijl@erasmusmc.nl of the intended new name.
- The house style manager will submit the new name to the Board of Directors for approval and adoption.

4.2 Naming of new partnership initiatives with third parties

It is necessary to work out the identity issue for new third party partnership initiatives based on the objective, legal structure and the positioning of the centre before submitting it to the house style manager of Erasmus MC. The house style manager gives advice and submits this to the Board of Directors for decision making. See also Chapter 5 'Brand and logo usage by legal entities associated with Erasmus MC'.

For the naming of new centers – in which certain Erasmus MC departments cooperate or will cooperate with other institutes or healthcare institutes – the above-mentioned naming guidelines will be the starting point. The target groups and the region on which the center focuses determine the identity or the intended identity of a center. Two examples:

Prostate Center South West Netherlands

Physical center for patients with prostate cancer; collaborative initiative of Erasmus MC and the Sint Franciscus Gasthuis Hospital (SFG), located in the SFG.

Alzheimer Center South West Netherlands

Virtual center for patients and their relatives having to deal with Alzheimer disease; collaborative initiative of Erasmus MC and Haven Hospital. Patients can go to either location for treatment.

4.3 Changing a name or department name

Changing an existing department name has to be put to the Erasmus MC house style manager, who will provide binding advice (depending on the impact of the name change) and submit this to the Board of Directors for approval. After adopting the new name, the department concerned is responsible for the quality assurance and its implementation in all source systems, ICT systems and communication. A checklist is available on the service portal on the [intranet](#).

5 Brand and logo usage by legal entities associated with Erasmus MC

Erasmus MC applies specific guidelines for the use of the brand and the logo by private limited companies, partnerships without commercial interests and third parties, all associated with our organisation. The main rule is that Erasmus MC has the exclusive right to use its own name and logos.

Erasmus MC can, under certain conditions, grant a licence for the use of its brand and/or logos. An overview of the various legal entities and the related rules and principles can be found below.

5.1 Rules and starting points for the use of brand and logo by legal entities

There are several legal entities that are either fully owned or partly owned by Erasmus MC or in some way associated with Erasmus MC. Examples are the so-called departmental BVs (private limited companies), Erasmus MC spin-offs or care institutions that are fully owned by Erasmus MC. In addition, there may be official partnerships without commercial interests as well as third parties wishing to make use of the Erasmus MC brands. The characteristics of the various legal entities and rules for approval for the use of brand and logo are listed below:

5.1.1 Departmental BV

The BV (private company with limited liability) only works as a vehicle for one or more Erasmus MC departments:

The departmental head is also the director of the BV.

The BV's scope of work lies within Erasmus MC.

The BV is a 100% subsidiary of the Erasmus MC holding company.

In view of the specific character of the departmental BVs, the following rules apply to these legal entities:

- Departmental BVs are not permitted to have their own identity and/or house style.
- Applying the name of the departmental BV should be carried out in the same way as for Erasmus MC department names, in line with house style regulations. (Should any of the mentioned characteristics be lacking, permission for the use of the Erasmus MC brand and logo will be withdrawn with immediate effect).

5.1.2 Spin-off BVs

The objective of the organisation is, among other, to bring one or more Erasmus MC inventions to market. Erasmus MC has a clearly defined interest in the activities of the BV. There is an identifiable relationship between the BV and Erasmus MC, in terms of contacts between one or more Erasmus MC departments and the BV. In most cases, the Erasmus MC Holding Company does not own 100% of the shares of a spin-off BV.

Separate starting points have been set for spin-off BVs with regard to assessing whether permission may be given for the use of the brand and/or logo. Erasmus MC reserves the right to deny permission to use its name and logo without giving reason, even if the

applicant meets all above-mentioned characteristics. This right will be exercised in cases, for example, involving commercially risky activities.

The starting points used by Erasmus MC to assess applications for permission to use the brand (the name) or the logo (pictorial mark) of Erasmus MC are:

- Spin-offs distinguish themselves from Erasmus MC by using their own identity and house style. (It is important that the specific identity of a spin-off is sufficiently distinctive from the brand the logos of Erasmus MC).
- At the request of a spin-off, Erasmus MC may, whether or not for payment of royalties, grant a licence for the use of the Erasmus name and/or logo alongside the identity of the BV. The objective of this should be: to make known to the relevant audience that Erasmus MC is development partner of the company in question. The assessment is based on, among other, the conditions below:
 - The Erasmus MC brand or logo should always be used in combination with the term *development partner* in the type face of the Erasmus MC house style. For example: *[name/or logo BV] development partner of [name/logo Erasmus MC]*



- The size of the printed Erasmus MC logo should be at least 50% smaller than the logo of the spin-off BV itself, whereby the general house style guidelines for the use of the logo are to be observed. Should the size of the logo be so small that the subtitle becomes illegible, it should be omitted. See also paragraph 3.2.
- The name and logo of Erasmus MC should be used in such a way that it does not create the impression that the employees of the BV are Erasmus MC employees.
- The use of the name and /or logo must not create the impression that the BV is a department and/or activity of Erasmus MC itself.
- Needless to say: the name and/or logo should be used in such a way that there is no cause for confusion between the name and activities of the BV and those of Erasmus MC.

The permission to use the Erasmus MC brand and/or logo is exclusively granted for a specified period and will be regularly evaluated and/or reviewed.

5.1.3 Care institutions associated with Erasmus MC

Care institutions that are fully or partly owned by Erasmus MC or Erasmus MC Holding BV fall under this category. At the request of the institution concerned, Erasmus MC may grant permission for the use of the Erasmus brand and/or logo next to the identity of the legal entity/organisation itself. Assessment is based on the conditions below:

- The Erasmus MC brand or logo must always be used in combination with the word *subsidiary*, in the typeface of the Erasmus MC house style. For example: *[name or logo BV] a subsidiary of [name/logo Erasmus MC]*;

- The size of the printed Erasmus MC logo should be at least 50% smaller than the logo of the subsidiary itself, whereby the general house style guidelines for the use of the logo are to be observed;
- The Erasmus MC name and logo should be used in such a way that it does not create the impression that the employees of the BV are Erasmus MC employees;
- The use of the name and/or logo must not create the impression that the organisation/legal entity is a department and/ or activity of Erasmus MC itself

Example: Havenziekenhuis and Institute for Tropical Diseases BV is a subsidiary of Erasmus MC.

Partnerships without a commercial interest

This category comprises partnership initiatives in which Erasmus MC participates with acknowledged partners with a common, well defined, substantive responsibility on a non-profit basis. This collaboration has been officially recognised by the Board of Directors of Erasmus MC.

In this case, a wordmark needs to be developed and implemented in combination with the Erasmus MC logo. The patient perspective should be taken as a starting point for the development. The Erasmus MC logos and those of the other participant or participants are put alongside each other and are expressed in an equivalent manner. The use of existing logos generates recognition and trust among the target group. These should preferably be supplemented with an explanation clarifying the mutual relationship, by using words like 'powered by', 'partnership initiative of' or 'expertise through collaboration'.

Two examples:



Alzheimercentrum zuidwest Nederland
EXPERTISE DOOR SAMENWERKING



In cases in which third parties support Erasmus MC, for example, by making funds or facilities available, and Erasmus MC bears substantive responsibility within the partnership, the Erasmus MC house style is leading. Developing new variants of the Erasmus MC logo independently is not permitted. It is only permitted to apply or use an existing variant of the Erasmus MC logo, which means in blue, black or reverse (white).

Third parties

Third parties are external parties, for example, suppliers or partner organisations, not associated with Erasmus MC. Third parties are not allowed to use the Erasmus MC brand, name and/or logo in expressions of information, advertising or public relations, unless prior, explicit permission has been obtained from the Communications department of Erasmus MC.

In all cases, the following restrictions will at least be set to the permission that may be granted:

- usage of the brand and logo must be for a limited period of time;
- usage must be in full compliance with the house style guidelines regarding colour schemes, dimensions, etc.;
- usage must be limited to a specific, clearly defined project;
- usage must be such that under no circumstances the impression is created that the user is associated with Erasmus MC;
- usage must be such that under no circumstances the impression is created that some sort of franchising concept is involved, whereby permission for the use has only been given because the user concerned has paid Erasmus MC for use.

For sponsoring and fundraising, different arrangements exist for the use of the Erasmus MC logo and/or name. See Chapter 6.

5.2 Application procedure

During the set-up phase of a departmental BV, spin-off BV, a 100% subsidiary or formal partnership, the identity issue needs to be worked out, very briefly. To this end, it is important that the terms and options for the use of the name and logo by BVs, partnership initiatives and third parties, as described in this policy, are observed. In the assessment of the request for approval the following steps have to be taken:

- Submit a request for the use of the Erasmus MC brand and/or logo to the legal advisor of the Technology Transfer Office. The application for using the brand and logo must include reasoning and application wishes;
- The Technology Transfer Office will discuss the request with the house style manager of the Communications department;
- The joint recommendation, whether positive or negative, is submitted to Board of Directors in writing; a copy is sent to the applicant, the head the Technology Transfer Office and the head of the Communications department;
- The decision by the Board of Directors is sent to the applicant, the Technology Transfer Office and the Communications department;
- Permission is always valid for a specified period. A request for extension should be submitted to the Knowledge Transfer department at least two months before the end of the set period;
- In case of approval, the Technology Transfer Office reviews the commercial use of the Erasmus MC brand and logo on an annual basis.

6 Use of logo for sponsoring and fundraising

Within Erasmus MC, frequent use is made of advertising funds and sponsoring funds for organising, among other, conferences, symposiums but also for the production of specific communications tools. This chapter describes which guidelines and responsibilities prevail for these expressions, in terms of design as well as content. A distinction is made between expressions aimed at Erasmus MC audiences only and expressions which also involve target groups of third parties. It also describes what may be expected of Erasmus MC in return. The general starting point for sponsoring is that sponsored expressions that involve employees or departments of Erasmus MC, meet the high scientific and healthcare quality standards that Erasmus MC pursues as an organisation. The employees or departments concerned remain responsible for meeting these standards.

6.1 Sponsored expressions aimed at Erasmus MC target groups only

If the sponsored product is specifically aimed at a target group of Erasmus MC (for example, only for patients of an Erasmus MC outpatient clinic or participants of an Erasmus MC refresher course), the Erasmus MC house style as well as the Erasmus MC logo is always used. Extensive guidelines on the use of the right colour schemes and style characteristics specified per target group can be found and downloaded at www.erasmusmc.nl/huisstijl.

There are two ways in which Erasmus MC can do something in return for the sponsor:

- a) A mention in the text in the 'Erasmus MC house style typeface', preferably/where possible on the back side of the expression, can be done as follows: 'this publication and/or this product has been made possible/has been made possible in part by ...' or 'in cooperation with' or 'with thanks to', etc.
- b) Logo exposure: placing the sponsor's logo preferably/where possible on the back side of the expression, preferably in black and white. In the case of full colour publications, placing the sponsor's logo in full colour may be considered. The sponsor's logo must not replace the Erasmus MC logo, nor be a predominate feature. Nor is it permitted to develop and/or apply composite logos or a logo for the occasion.

In cases in which an expression is specifically aimed at an Erasmus MC audience, the responsibility (copyright) for the quality and the independence of the contents always lies with Erasmus MC.

6.2 Sponsored expressions aimed at Erasmus MC audiences and those of third parties

In cases in which an expression is aimed at Erasmus MC target groups as well as the audiences of third parties (for example patient information leaflets which are also provided in other hospitals), the exact form should be determined in consultation with the house style manager of the Communications department of the Erasmus MC. In such cases, there is a joint responsibility for the contents, but quality and independence must be guaranteed.

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Expressions for fundraising and activities for 'good causes'

In the case of active fundraising by Erasmus MC or a particular department or project of Erasmus MC, or in cases in which Erasmus MC or a particular department or project of Erasmus MC is the recipient of charity proceeds, the main rule is that this is done under the banner of Erasmus MC using the Erasmus MC house style.

Sub-brands

The immediate visibility of the nature or characteristic of the subject of the good cause can be a deciding factor for the donating party and Erasmus MC. In this case, it is possible that the proper name Erasmus MC is not specific enough. In particular, cancer and pediatrics are potentially good causes. It is not permitted to develop or use composite logos and/or logos for the occasion. Below are images of different versions that have been designed and may be used in blue, black or reverse (white):



Sophia Kinderziekenhuis



Sophia Childrens Hospital

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Kanker Instituut



Cancer Institute

Exceptions

Deviations from the above-mentioned policy are only allowed with substantiated reasons. After reviewing these reasons, the house style manager of Erasmus MC will, in consultation with the client, give recommendations on the approach to be taken in each specific case.