
The University's visual identity, anchored by the updated University logo, is the most visible expression of our common mission and purpose. As the umbrella over all University entities, it brings diverse departments and interests together under one unifying identity. This unified approach builds stronger recognition for individual programs versus using a multitude of conflicting logos and graphics.

The Wake Forest University logo, symbolizing a pervasive commitment to both moral and academic distinction, will continually remind the world of our unique value to higher learning and society. *This is why this Wake Forest University School of Medicine Corporate Identity Standards guide is so important.* If we are to collectively move our vision forward, it is critical that we apply these graphic standards consistently in every form of communication. With your vigilance, our identity will be as clear as our conviction.

For all research and academic purposes our standard corporate identifier will be Wake Forest University School of Medicine – unless an exception is granted by the President of WFU Health Sciences. If you believe your program should be an exception to this standard, contact the President of WFU Health Sciences to explain your position.

If your communications refer to clinical programs and activities, the Wake Forest University Baptist Medical Center Identity guide should be used.

Wake Forest University Health Sciences is the legal name for our corporation and should only be used for corporate communications and other legal documents.

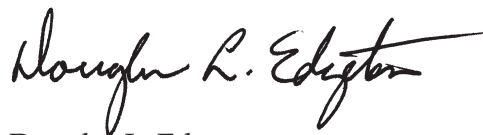
We fully support these standards and ask that you adhere to them.

For your convenience, acceptable versions of the WFUSM logo are available on-line. Contact Creative Communications with any questions.

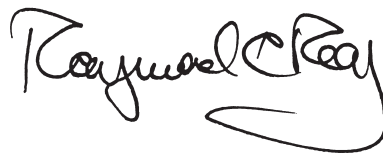
Thank you for all you do to make Wake Forest University School of Medicine a leader in health education and research.



William B. Applegate, M.D., M.P.H., F.A.C.P.
Interim President
Wake Forest University Health Sciences
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