Badge and Emblem Guidelines

* Our license agreement allows for **unlimited print/digital use *ONLY*** of the badge(s) and emblem(s) through 7/16/2026. **Therefore**, it is required that badge(s) and emblem(s) be removed from all media at the end of the period.
* It is prohibited to alter/manipulate the badge(s) and emblem(s) in any way. ***Always use approved artwork.***
* **Badge(s) and emblem(s) are for your/your department’s use only.** Please do not share badge(s) and emblem(s) with other individuals or departments. You may direct all badge inquiries to the Health System Marketing and Communications Department main line at [(323) 442-2830](tel:3234422830) and we will fulfill their request directly.
* A U.S. News badge(s) and emblem(s) shall only be used for the purpose of identifying the hospital as having been ranked or recognized by U.S. News and not to imply an endorsement of any products or services.
* Please note that U.S. News Best Hospitals rankings are tied to Keck Medical Center, and do not apply to staff or physicians practicing at non-hospital licensed locations.

*Please note that inappropriate use of the badge(s) and emblem(s) could result in financial penalties to the offending party. If you have any questions regarding permitted use of the badge, please call the Health System Marketing and Communications Department at*[*(323) 442-2830*](tel:3234422830)*.*