



# FACULTY OF MEDICINE

University of Peradeniya  
Peradeniya - Sri Lanka

Dean : 081-2396200  
Asst. Registrar : 081-2396201  
Asst. Bursar : 081-2396202

Our Ref :  
Your Ref :  
Date :

22.4.2015

Vice Chancellor

University of Peradeniya

*E-circular to wait FB*  
*22/4*

Dear Sir,

## A Logo for Faculty of Medicine, University of Peradeniya

I send herewith justification for using a separate logo for the Faculty of Medicine, University of Peradeniya and it recommends the use of the faculty logo, together with the University Logo.

Logos are a critical aspect of any institution and are an integral aspect of its business making. As the institution's major graphical representation, a logo anchors the institutions brand and becomes the single most visible manifestation of the institute within its target market/audience. For this reason a well designed meaningful logo that portrays the vision and mission of the said institute is an essential part of an institute's marketing strategy.

Although the Faculty of Medicine is under the overall ambit of University of Peradeniya, Faculty of Medicine has its unique vision, mission and service that is particularly linked to medical education and health. The use of the University logo alone does not necessarily portray this all important aspect of vision and mission of the faculty. A well designed logo that depicts the vision and overall mission of the faculty will enhance its marketing strategy and attract other interested parties and organisations for collaborations. It will also attract local and foreign students.

Therefore, a logo designed specifically for the faculty of medicine will clearly convey its mission vision and its specific services which then will attract its target audience. As the University acknowledges the decentralization process of its activities further justifies a separate logo for the Faculty of Medicine.

There are faculties and schools elsewhere that use separate logos although they belong to a university. Such a use has not incurred an adverse effect on the university but benefited the faculty and the university concerned.

Therefore, we at the faculty of Medicine feels its justifiable to use a separate logo for the faculty along with the university logo in our official communications. We strongly believe that the use of a separate logo will enhance collaborations and improve other activities of the

**Prof. M. D. Lamawansa**

MBBS, MS (Sri Lanka), FRCS (Edin), PhD (UWA, Australia)

**Dean, Faculty of Medicine and Professor in Surgery**

Tel: 081-2388840 Mobile: 071-4335502 Fax: 081-2389106

e-mail: deanmed@dpd.ac.lk, mdlamawansa@gmail.com

faculty while portraying the faculty's uniqueness, its vision mission and services. Consequently the university will benefit from this approach as the faculty of medicine is part and parcel of University of Peradeniya . The use of a faculty logo will not pose any adverse impact on the university as the proposed faculty logo will be always used along with the university logo.

Please forward this letter to the senate committee appointed to decide this matter.

Thank you

Yours faithfully



**Dean, Faculty of Medicine  
University of Peradeniya  
Peradeniya.**

Prof MD Lamawansa

Dean