The Rush Symbol: What does it mean?

Its origins date back to the mid 1950s, when Presbyterian and St. Luke’s hospitals merged. A seal was created to represent the merger of these two hospitals, with their common Christian heritage. The “anchor cross” is an historic Christian symbol of hope and steadfastness. When the two hospitals merged, two anchor crosses were merged, to create a symbol that first appeared in the 1957 annual report of Presbyterian-St. Luke’s Hospital.

Figure 1: Merging of two entities to form the Presbyterian-St. Luke’s Hospital logo

| Illustrates two separate entities | Illustrates the merger of logos and how it appeared on the first PSLH annual report in 1957 |
The logo evolved during the 1960s so that by the time of the 1969 merger of Rush Medical College with Presbyterian-St. Luke’s Hospital, the logo appeared as below. This is the logo that can still be seen on the lab coats of staff in Hematology.

**Figure 2: Presbyterian-St. Luke’s Hospital, circa 1969**

![Logo of Presbyterian-St. Luke’s Hospital, circa 1969](image)

With the incorporation of Rush-Presbyterian-St. Luke’s Medical Center in late October 1969 a new logomark was needed. Soon thereafter general surgeon Dr. Steven Economou, who was an avid graphic artist, created the modern logo, which is a secular version of the anchor cross seal, as it has no horizontal cross piece. This symbol first appeared on the masthead of the January 1971 issue of *NewsRounds*, the Medical Center’s employee newsletter.

**Figure 3: Rush-Presbyterian-St. Luke’s Medical Center Logo, circa 1971**

![Logo of Rush-Presbyterian-St. Luke’s Medical Center, circa 1971](image)
In 1993 the modern logo was further refined by the graphic design firm of Kurtzman Slavin Communications to the shape it now has. This symbol and the word “RUSH” became our logomark. The font of the word “RUSH” is Goudy Oldstyle.

**Figure 4: Rush-Presbyterian-St. Luke’s Medical Center Logo, circa 1993**

The current logomark (2003) uses this stylized symbol with the new, full name of the medical center, Rush University Medical Center, next to it.

**Figure 5: Rush University Medical Center Logo, circa 2003**