



# Brand Guidelines

<b>Editorial guide</b>	<b>2</b>
<b>Media guide</b>	<b>2</b>
<b>Visual identity</b>	<b>2</b>
<b>Official colors</b>	<b>2</b>
<b>Logos</b>	<b>3</b>
<b>Area of isolation</b>	<b>4</b>
<b>Usage</b>	<b>4</b>
<b>Department logos</b>	<b>5</b>
<b>Typefaces</b>	<b>6</b>
<b>Color palette</b>	<b>6</b>
<b>Marketing colors and headlines</b>	<b>7</b>
<b>Image styles</b>	<b>8</b>
<b>Identity system</b>	<b>9</b>
<b>Print design</b>	<b>9</b>
<b>Newsletters</b>	<b>10</b>
<b>Websites</b>	<b>10</b>
<b>Social media</b>	<b>11</b>
<b>Release forms</b>	<b>12</b>

The Wright State University Boonshoft School of Medicine and Wright State Physicians logos are more than just a shield and type. They are graphic representation of our brand.

As communicators, your role in building our brand is critical to our success. By using this guide, you will be creating communications that ensure a visual experience with our brand that is consistent, powerful, and supportive of the medical school and Wright State Physicians.

This guide was developed specifically for Wright State University Boonshoft School of Medicine and Wright State Physicians. The medical school also follows the university guidelines that can be found at: [wright.edu/office-of-marketing/guidelines](http://wright.edu/office-of-marketing/guidelines).

**Please contact the Boonshoft School of Medicine Office of Marketing and Communications if you have any questions at [som\\_mc@wright.edu](mailto:som_mc@wright.edu).**

## Editorial guide

The measure of a strong brand is its ability to inspire trust among its constituencies. Our editorial tone and manner should be genuine, concise, and easy to understand. When writing copy, please adhere to the following guidelines:

Be direct

Be concise

Be objective

Be professional

Marketing and communication materials written for a general audience follow the Wright State University Editorial Style Guide at [wright.edu/office-of-marketing/guidelines](http://wright.edu/office-of-marketing/guidelines).

News releases and other materials written for distribution to the media follow AP Style as outlined in the *Associated Press Stylebook* ©2013 by the Associated Press.

## Media guide

Constructive relationships with the news media can build a positive reputation for Boonshoft School of Medicine and Wright State Physicians. However, these relationships need to be managed through the medical school's Office of Marketing and Communication.

**Before contacting, or responding to questions from the media, please contact Emily Stamas at [emily.stamas@wright.edu](mailto:emily.stamas@wright.edu), or 937.245.7630.**

## Our visual brand

Graphic and logo standards are not meant to restrict; they reinforce our identity and represent our visual branding elements.

They give a faster recognition of who we are in the marketplace. Much of the medical school's and Wright State Physicians' success lies in our ability to quickly communicate who we are and what we offer. An effective, consistent identity program advances this purpose.

## Visual identity

We tell a story with each communication opportunity that arises. Consistent use of the logo, color, and even fonts can help in protecting and promoting our trademark. People begin to create an image of us in their mind's eye. We want that image to be consistent, because our audience expects it to be consistent, as they build a relationship with us.

## Official colors

The official colors of the university, the medical school, and Wright State Physicians are green and gold.



Pantone® 349  
C = 90  
M = 33  
Y = 100  
K = 26

R = 2  
G = 105  
B = 55

HEX = 026937



Pantone® 139  
C = 0  
M = 38  
Y = 100  
K = 24

R = 153  
G = 102  
B = 0

HEX = 996600

## Logos

The logos for the Wright State University Boonshoft School of Medicine and Wright State Physicians were developed through a careful process that included input from hundreds of faculty, staff, alumni, current and prospective students, and local business and community leaders. A primary purpose of the logos is to support a strong, consistent image that closely links the university, the medical school, and its faculty practice. As such, it is vitally important to carefully follow strict guidelines governing how, where, and when the logos may be used. **Both logos are trademarked and filed with Wright State University's Office of General Counsel. The Boonshoft School of Medicine logo is registered at the United States Patent and Trademark Office, Reg. No. 3,693,890.**

The logo may not be typeset, rearranged, or redrawn and must be consistently applied to communications.

**There are many file types and dimensions of the logo on file. Please contact the Office of Marketing and Communications to see what will work best for your needs.**

### Four color, use only on a white background



### Two color, use only on a white background



### Solid black, use only on a white or light color background



### Solid white, use only on a black or dark color background



## Area of isolation

Leave adequate space around the logo for clarity and consistency. Do not clutter or crowd the logo with outside text or visual elements. Also do not place the logo too close to the edge or fold of a page.



## Logo usage

As the primary graphic identity for Boonshoft School of Medicine and Wright State Physicians, the logo must appear on all communications, including brochures, stationery, business cards, and the website. Deliberate, consistent placement of the logo will establish the name and credibility without distraction from your message.

Treat the logo as artwork, not as typography. Never manipulate the logo in any way. This prohibition includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. The logo is the shield and the type together. Do not use the shield by itself. The shields for Boonshoft School of Medicine and Wright State Physicians are identical.

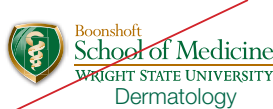
Do not omit or alter either element. (i.e., do not use the shield alone or change the text).



Maintain the precise arrangement of the elements. Do not move, rotate, resize, stretch, or otherwise change the elements in relation to one another.



Do not add anything to the logo within the area of isolation, or have anything centered. Type should be flush left in relation to the typography.



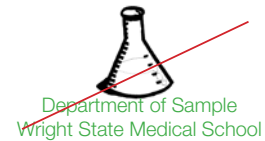
The logo should never be in any other colors. Use only 100 percent of the official color shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our logo. The color version of the logo can only appear on a solid white background. When the logo appears on a different color background, use the black or white version, whichever shows more prominently on the background color.

The preferred usage is to place the logo on an uncluttered bright white background. Only the grayscale, black or white versions may be placed on a color. The logo should never be placed over a photo.

Use only the official colors of the logo or text or use a different typeface.



Do not design or use a logo not approved by the Office of Marketing and Communications. Our logos are trademarked and are the only ones that should be used to represent the medical school and Wright State Physicians.



Always consult the medical school's Office of Marketing and Communications. Do not use the logo without official approval. Do not use copies, low-resolution files, logos from an earlier project, or downloaded from the Internet. Do not hesitate to ask for advice or help.

## Department logos

Only use the department secondary (sub) logo as provided by the Office of Marketing and Communications. Do not have another one created. Do not create a logo for other organizations. This is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

### Department logos:

#### Boonshoft School of Medicine



### More than one logo:

If a marketing piece needs to represent two or more departments, only the master logo will be used, not the department logos. The departments will then be listed under the logo in alphabetical order and in Helvetica 65 in gold, if the color logo is used, or in black or white to coordinate with the black or white logo respectively.

### Department logos:

#### Wright State Physicians



### Matrix departments:

#### Biochemistry & Molecular Biology

#### Neuroscience, Cell Biology & Physiology

These departments should use the Wright State University logo and follow the university's identity standards.



## Official typefaces

The official typefaces are Adobe Garamond and Helvetica Neue. Whenever possible, use only these fonts.

### Font selection is a key component in the creation of successful communications:

Don't use fonts that are overly stylized

Don't use type with drop shadows

Don't use outline type

Do avoid condensing, excessive tracking, or horizontal scaling

Do use italicized and bold styles sparingly

Do not underline

#### Adobe Garamond Bold

*Adobe Garamond Bold Italic*

Adobe Garamond Semibold

*Adobe Garamond Semibold Italic*

Adobe Garamond Regular

*Adobe Garamond Italic*

#### 75 Helvetica Neue Bold

*76 Helvetica Neue Bold Italic*

65 Helvetica Neue Medium

*66 Helvetica Neue Medium Italic*

55 Helvetica Neue Roman

*56 Helvetica Neue Roman Italic*

45 Helvetica Neue Light

*46 Helvetica Neue Light Italic*

## Acceptable typefaces

If it is not possible to use Adobe Garamond or Helvetica Neue, the standard fonts Times and Arial are acceptable alternatives.

**Note:** Do NOT use Times New Roman, which is a separate, unacceptable font.

## Boonshoft School of Medicine color palette

This set of colors has been defined to best complement the identity and to visually express the brand. Each color formulation has been provided in Pantone®, CMYK, RGB and HTML formats. Using these formulas ensures color consistency across a variety of media. Use these colors as accents, and sparingly.



Pantone® 424  
C = 0  
M = 0  
Y = 0  
K = 65

R = 112  
G = 114  
B = 113

HEX = 707271



Pantone® 5415  
C = 56  
M = 12  
Y = 0  
K = 43

R = 63  
G = 120  
B = 151

HEX = 3f7897



Pantone® 548  
C = 100  
M = 19  
Y = 0  
K = 65

R = 0  
G = 71  
B = 107

HEX = 00476b



Pantone® 490  
C = 41  
M = 81  
Y = 69  
K = 51

R = 94  
G = 42  
B = 43

HEX = 5e2a2b



Pantone® 4545  
C = 0  
M = 0  
Y = 15  
K = 6

R = 241  
G = 237  
B = 210

HEX = f1edd2



Pantone® 5765\*  
C = 15  
M = 0  
Y = 65  
K = 38

R = 149  
G = 157  
B = 86

HEX = 959d56

\* To be used with black and white versions of the logo, not the two color or four color.



Pantone® 7407  
C = 20  
M = 36  
Y = 78  
K = 1

R = 205  
G = 160  
B = 83

HEX = cda053

## Wright State Physicians marketing color palette

The colors below have been approved by each Wright State Physicians department. **These are the accent colors for the department to use in marketing pieces only, WSP green and gold are still dominant.** Do not use these for Boonshoft School of Medicine.

### Tier One - Wright State Physicians overall



Wright State Physicians

Logo in color



Main color in layouts  
Pantone® 139



Accent color in layouts  
Pantone® 425

### Tier Two - Wright State Physicians departments



Wright State Physicians  
FAMILY MEDICINE

Logo in black

Each department has its own layout accent color:



Aerospace  
Medicine  
Pantone® 2727



Dermatology  
Pantone® 5135



Emergency  
Medicine  
Pantone® 1797



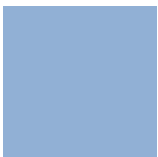
Family  
Medicine  
Pantone® 2583



Internal  
Medicine  
Geriatric Medicine  
Pantone® 7494



Neurology  
Pantone® 7492



Orthopaedic  
Surgery  
Plastic Surgery  
Concussion Clinic  
Pantone® 651



Pediatrics  
Pantone® 7410



Psychiatry  
Pantone® 367



Surgery  
Surgical  
Oncology  
Pantone® 319



Obstetrics &  
Gynecology  
Pantone® 2352



WrightCare  
Pantone® 7509

## Wright State Physicians marketing headlines

These headlines are ITC Avant Garde Gothic book and bold. They are used on brochures and advertisements.

Wright State Physicians:  
When you need **Expert Care.**

Dermatology:  
Expert skin care **close to home.**

Family Medicine:  
Expert Care. **Families Welcomed.**

Internal Medicine:  
Expert Care. **Patient Focused.**

Orthopaedics:  
Expert Care **to get you moving again.**

WrightCare:  
Expert Care. **Walk-ins welcomed.**

Oncology:  
When you need **Expert Cancer Care.**



## Image styles

Communications and Marketing materials for the medical school and Wright State Physicians use images from the WSU Photography Department.

Although photography selections are determined by the needs of the individual project, generally we recommend images that:

- Do not use cell phone photography
- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits), but also in clean, uncluttered environments.
- Make sure the logos of other universities (i.e. ball caps, sweatshirts) are not in the picture.

## Image release forms

Wright State University and Wright State Physician employees have signed image release forms as part of employee orientation. Wright State University students, including Boonshoft School of Medicine students, have also given image release. If at any photo shoot, someone declines to have their photo taken, this request must be followed. Individuals not affiliated with Wright State, the Boonshoft School of Medicine, or Wright State Physicians are required to sign an appearance release form before their photo is taken. These forms are on page 12 and 13.

Due to HIPAA rules NO patient is allowed to be photographed until he or she has signed the Media Authorization Form and understands where the photos will be used. Copies of the forms are at the back of this booklet on page 14 and also at: [wright.edu/office-of-marketing/services/photography-and-digital-imaging#tab=forms](http://wright.edu/office-of-marketing/services/photography-and-digital-imaging#tab=forms)

Please give the copy of the release to the Office of Marketing and Communications.

## Portrait photography

To ensure consistency, portrait photographs should be done by the university photographer. Information on how to order a photographer for a photo shoot or portrait is online: [wright.edu/office-of-marketing/services/photography-and-digital-imaging](http://wright.edu/office-of-marketing/services/photography-and-digital-imaging)



**The Office of Marketing and Communications can assist you in arranging and directing a photo shoot and selecting photos.**

## White space

White space refers to areas void of graphic components or patterns, shading, typography, and imagery. It allows components of the design system to exist upon a clean, white background. Use of white space is key to a properly balanced composition.



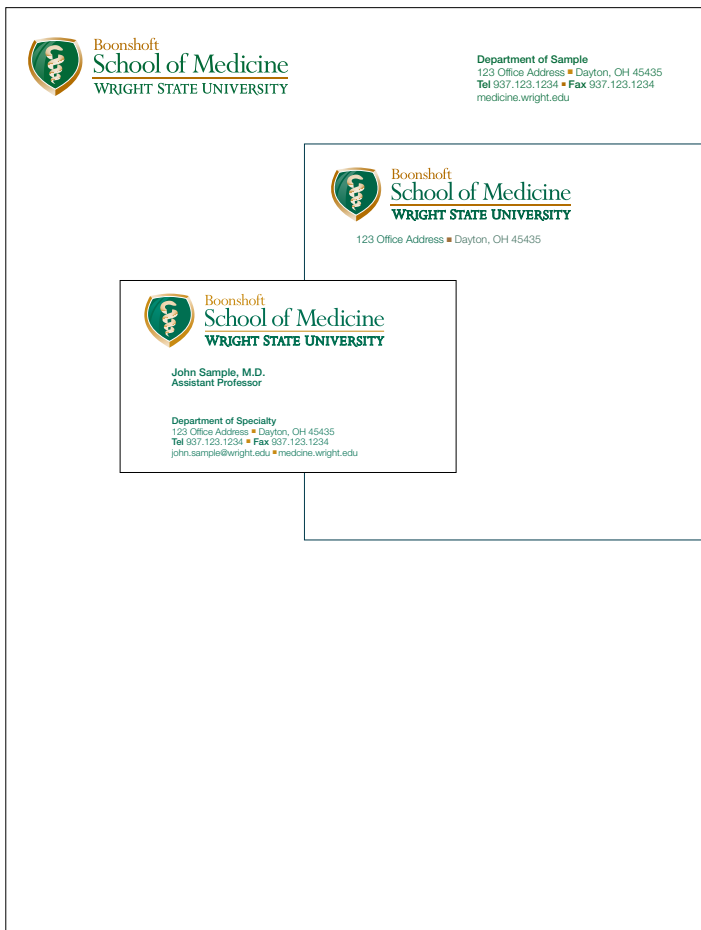
## Identity system

The identity system consists of letterhead, envelopes, and business cards. Information such as name, title, and contact information must follow these rules:

- All typography is positioned flush left
- A square bullet point separates information
- Telephone and fax numbers are separated with periods.

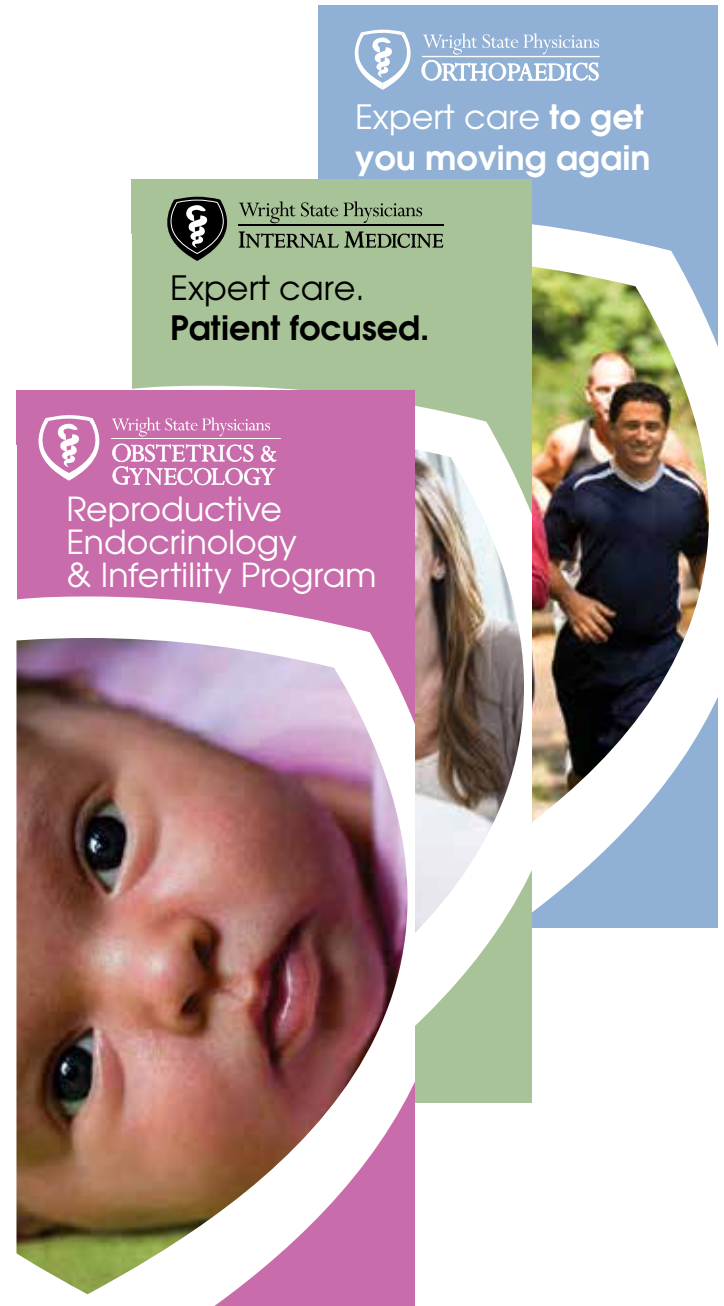
For Boonshoft School of Medicine stationery, please contact the Office of Marketing and Communications, or Wright State University Printing Services.

Wright State Physicians stationery can be ordered through Goldner Associates on its specific website.



## Print design

Brochure designs and other marketing materials are designed at no cost through the Office Marketing and Communications for either Boonshoft School of Medicine or Wright State Physicians.







students, residents, faculty, and staff. For this reason, externally designed or maintained websites are discouraged.

The medical school web pages are viewed more than 75,000 times each month, according to web analytics tracked by the Office of Marketing and Communications. The office has regularly surveyed web visitors to evaluate how effective the site is in communicating with our many publics. About half our visitors are prospective students or residents, and almost 60 percent have never visited the website before.

**Offices and departments that want information about how many people visit their web pages should contact the Office of Marketing and Communications, at [som\\_web@wright.edu](mailto:som_web@wright.edu).**

Because the university provides a means for personal pages on [people.wright.edu](http://people.wright.edu), the school does not house personal pages of faculty, staff, or students on its website.

See: [people.wright.edu/help/create-your-profile](http://people.wright.edu/help/create-your-profile)

## Social Media

Online social networks such as Facebook, LinkedIn, and Twitter have taken on increasing importance in both personal and professional life. These social media offer unique opportunities for people to interact and build relationships and have great potential to enhance interpersonal and professional communication. As health care professionals with unique social and ethical obligations, medical students, resident physicians, and medical school faculty must be keenly aware of the public nature of social media and the permanent nature of its content.

The Boonshoft School of Medicine and Wright State Physicians have implemented a Social Media Policy to ensure that actions taken on the social Internet by members of the medical school community reflect the school's core values of professionalism, compassion, accountability, integrity, honor, acceptance of diversity, and commitment to ethical behavior. See: [medicine.wright.edu/marketing-and-communications/social-media-policy](http://medicine.wright.edu/marketing-and-communications/social-media-policy)



### Logo on social media

This is the only time the shield can be used without the type part of the logo as long as the name is next to the shield.



The official Boonshoft School of Medicine social media sites will be the only one to use the full green and gold shield. Boonshoft School of Medicine departments and offices with their own social media pages need to use the white shield with a green background. This can be obtained from the Office of Marketing and Communications.

# Appearance Release

I hereby irrevocably grant Wright State University ("University") the right to use my name and/or one or more portraits, pictures, photographs, video and audio recordings of me ("Appearances"), or reproductions or derivatives of the same, in any form for education, communication, and/or promotion purposes, unless otherwise noted. The Appearance(s) was/were acquired during \_\_\_\_\_

\_\_\_\_\_  
(NAME OF EVENT)

that occurred from \_\_\_\_\_ to \_\_\_\_\_.  
(START DATE) (END DATE)

I understand that I am to receive no compensation, and I agree that all such Appearances thereof, and all plates, negatives, recording media, and digital files shall remain the property of the University, unless otherwise noted. This Release is non-exclusive, royalty-free (no cost to the University), world-wide, and perpetual.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Wright State Representative Date

Department Contact Information: \_\_\_\_\_  
\_\_\_\_\_

If the model/talent is not yet eighteen (18) years old, the parent or guardian must sign the following:

I, \_\_\_\_\_, hereby warrant that I am the Parent/Guardian of,  
(NAME OF PARENT OR GUARDIAN) (CIRCLE ONE)  
\_\_\_\_\_, a minor, and have full authority to authorize the  
(NAME OF MINOR)  
above Release, which I read and approved.

\_\_\_\_\_  
Parent's or Guardian's Signature (if under 18) Date





**Appearance Release**

I hereby irrevocably grant Wright State University and Wright State Physicians the right to use my name and/or one or more portraits, pictures, photographs, video and audio recordings of me (“Appearances”), or reproductions or derivatives of the same, in any form for education, communication, and/or promotional purposes, unless otherwise noted. The Appearance(s) was/were acquired during

\_\_\_\_\_

(Name of Event)

that occurred from \_\_\_\_\_ to \_\_\_\_\_.

I understand that I am to receive no compensation; and I agree that all such Appearances thereof, and all plates, negatives, recording media, and digital files shall remain the property of the University, unless otherwise noted. This Release is non-exclusive, royalty-free (no cost to the University or Wright State Physicians), world-wide, and perpetual.

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Wright State Representative Date

If the model/talent is not yet eighteen (18) years old, the parent or guardian must sign the following:

I, \_\_\_\_\_, hereby warrant that I am the Parent/Guardian of \_\_\_\_\_, a minor, and have full authority to authorize the above Release, which I read and approve.

\_\_\_\_\_  
Parent’s or Guardian’s Signature Date



## Media Authorization Form

By signing my name below, I hereby agree to the request for interview, photographs, filming and/or videotaping of me and the medical school's employees, independent contractors, agents and medical staff concerning my medical care and treatment and/or other matters for purposes of publication in newspapers, magazines, or other printed media, broadcasting by means of radio or television transmission, and publication in the medical school's website as well as social media websites such as Flickr.com, Facebook.com, etc. I agree that I am not entitled to any compensation for any such publication.

I understand that the interview, photographs, filming and/or videotaping I authorize a person or entity to receive may be re-disclosed and no longer protected by Federal privacy regulations. I understand that this authorization is voluntary and that I may refuse to sign this authorization. My refusal to sign will not affect my ability to obtain treatment. I understand that this authorization has no expiration date. During the time of such photography, recording, filming, and/or interviewing, I understand that I have the right to request the cessation of the same. I understand that except to the extent that action has been taken based on my authorization, I may withdraw this authorization at any time by written notification to the Boonshoft School of Medicine's Office of Marketing and Communications.

I hold the medical school free and harmless from any and all liability resulting from the interview, photographs, filming and/or videotaping or any publication of the same. I understand this form signifies my consent.

---

(Print Full Name)

---

(Street Address)

(City)

(State)

(Zip Code)

---

(Home Phone)

(Business Phone)

---

Signature (If under 18, parent or guardian must sign and state relationship)

---

Witness

Date

Time

Use Details: \_\_\_\_\_

Description:

Purpose of this Photo/Interview/Video: \_\_\_\_\_

Return to: Emily Stamas, Director  
 Wright State University Boonshoft School of Medicine  
 Office of Marketing and Communications  
 725 University Blvd., Fairborn, OH 45324  
 Fax: 937.245.7949  
 Email: emily.stamas@wright.edu

**Office of Marketing and Communications**  
937.245.7630 ■ [som\\_mc@wright.edu](mailto:som_mc@wright.edu)