

Visual Identity Guide

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Statement of Visual Design

The visual design of Eastern Virginia Medical School communications should leave the user with an impression of a fresh, forward-thinking institution that cares deeply about the community it serves.

The aesthetic of the EVMS brand is expansive and airy; clean and minimal; approachable and welcoming; and clear and purposeful.

Implementing these attributes visually within EVMS communications and branding reinforces how the institution serves a diverse community through reliable patient care, integrated academic programs and innovative research.

Introduction

The Eastern Virginia Medical School (EVMS) Visual Identity Guide is a comprehensive tool for anyone designing, printing or producing institutional communication materials. With your help, we can ensure that all communication from our institution is integrated and consistent, making each individual component, as well as our marketing efforts as a whole, stronger and more effective.

This guide provides details about the messaging, creative elements and design specifications that form Eastern Virginia Medical School's visual identity. These visual standards have been created with a great deal of flexibility to address the complexities of EVMS, while providing a high degree of consistency and quality.

What are visual standards and why are they important?

EVMS comprises of a wide spectrum of people, programs, departments and centers, each with unique qualities, but all working toward a common goal. The strongest, most recognizable brand that any EVMS department, program or center can project is the brand of EVMS. Our visual identity reflects our commitment to excellence, our goals and the values that represent the core of this institution. Correct and consistent use of the visual identity unifies the diverse

array of EVMS activities, achievements and audiences, and builds a stronger reputation for EVMS as a whole.

Consistency is key to successfully conveying the EVMS "brand" to the world. A strong and consistent visual identity helps shape the way key constituents view our school, both now and in the future. That visual identity begins with this EVMS Visual Identity Guide.

This guide will help EVMS avoid confusion in a crowded landscape by helping us clearly define the school and maintain the consistency necessary for effective communication to the public.

Who is this guide for?

This guide has been developed for use by all academic, research, outreach, student services, authorized student organizations and administrative departments of EVMS. **EVMS' [branding policy](#) requires that all departments must follow these guidelines. Outside agencies that create print or electronic publications, or any other materials, for any EVMS department are also required to abide by the guidelines.**

The guidelines are to be applied to all uses of the school logo, whether for advertising, signage, stationery, uniforms, vehicles, web content or other

items that carry the EVMS brand to the world.

When applied in tandem with those governing the visual standards of EVMS Medical Group, these guidelines help build a robust, mutually reinforcing foundation for EVMS' external and internal communications.

It is the school's policy that the official logotype, signatures and marks described in these pages are the only sanctioned marks for use. **No other marks or symbols may be used or created to represent EVMS as a whole or any part thereof.**

EVMS Marketing and Communications is entrusted by the EVMS Board of Visitors to enforce institutional branding standards, and as such reserves the right to determine art direction for branded projects (both print and electronic) that are representative of the institution.

Branded items (print, merchandise, etc.) designed outside of Creative Services should be submitted to Marketing and Communications for branding approval prior to printing/purchase.



EVMS

Eastern Virginia Medical School

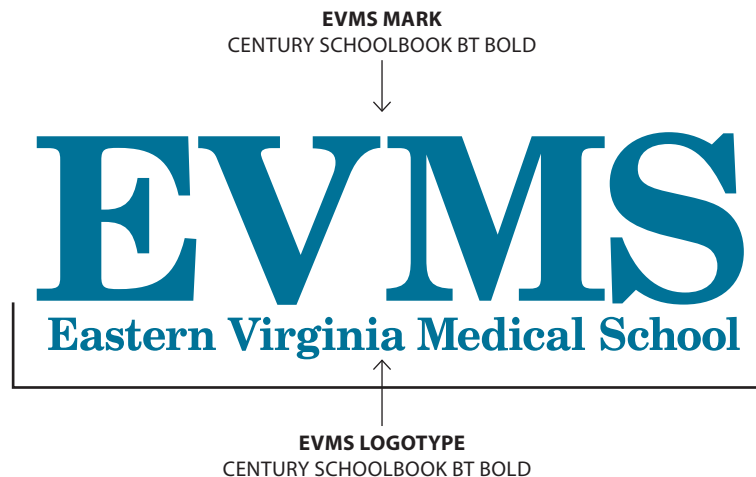
The EVMS Logo

The EVMS logo appears to the left. This is the primary element of the EVMS Visual Identity and must appear on all official EVMS communications. It may not be modified in any way.

The EVMS logo consists of two elements, the EVMS mark and the EVMS logotype. They must be used together and are most effective when used in this configuration. The EVMS mark can be used separately, but only on communication intended for internal audiences or when the type below is too small to be legible (pens, some embroidery).

This logo, appearing alone, is the preferred visual representation for the school.

The EVMS logo may not be attached to any typographic or graphic element other than those described on these pages.



Note: Please contact your account executive for appropriate logo files and artwork.

Do not re-create the logo.



Blue square is the height of the capital “E”



Minimum Clear Space



Minimum Width

SIZE AND CLEAR SPACE REQUIREMENTS

Clear Space

This is the area around the logo where nothing else should appear — helping to increase the logo’s impact. The clear space is equal to the height of the capital “E” in EVMS logo.

The clear-space requirement is intended to prevent the EVMS logo from being crowded by other typographic or graphic elements. In some very large or very small formats, it is possible that the clear space requirement may need to be modified. Contact Creative Services with questions regarding possible exceptions.

Space Between Logo Elements

The space between the EVMS mark and the EVMS logotype letters should not be changed from the EVMS logo provided.

Minimum Size

To ensure readability in print uses, the EVMS logo must never be used smaller than 1.5 inches in width.



EVMS

Eastern Virginia Medical School



EVMS
BLUE



BLACK

EVMS

Eastern Virginia Medical School

COLOR SPECIFICATIONS

EVMS' primary logo, on white and light surfaces, is represented in one color. See page 7 for specifications for logo representation in reverse. Black logos are acceptable only when the use of the primary color is not possible.

EVMS Blue

SPOT COLOR: Pantone 633

CMYK: Cyan 83%, Magenta 37%, Yellow 27%, Black 5%

RGB: Red 31, Green 127, Blue 155;

HTML: #1f7f9b

Black

SPOT COLOR: Black

CMYK: Cyan 0%, Magenta 0%, Yellow 0%, Black 100%

RGB: Red 0, Green 0, Blue 0

HTML: #000000

***Note:** Please contact your account executive for appropriate logo files and artwork.

Do not recreate the logo.



UNACCEPTABLE USAGES

It is extremely important for brand success that the EVMS logo be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

- 1 Do not use photoshop effects
- 2 Do not screen the logo
- 3 Do not change relative scale or alignment
- 4 Do not distort the logo
- 5 Do not change the color or use color combinations
- 6 Do not add an outline to the logo
- 7 Do not tilt, rotate or skew the logo



EVMS
Eastern Virginia Medical School



PANTONE
633



EVMS
Eastern Virginia Medical School



Logo in Reverse

The preferred use of the EVMS logo in reverse (all-white) is on an EVMS Blue or black background. It also may be used in reverse on photographs with a dark background or on secondary colors within EVMS' approved color palette listed on page 18.

EVMS Blue

SPOT COLOR: Pantone 633

CMYK: CYAN 83%, MAGENTA 37%, YELLOW 27%, BLACK 5%

RGB: RED 31, GREEN 127, BLUE 155;

HTML: #1F7F9B

Minimum Size

To ensure readability, the logo should never be used smaller than 1.5 inches in width.

HORIZONTAL FORMAT

EVMS
Eastern Virginia Medical School

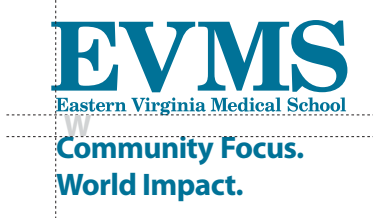
**Community Focus.
World Impact.**



VERTICAL FORMAT

EVMS
Eastern Virginia Medical School

**Community Focus.
World Impact.**



MINIMUM SIZE



**Community Focus.
World Impact.**

Logo with Tag Line

The EVMS tag line is “Community Focus. World Impact.” The tag line may be used in conjunction with the EVMS logo in a horizontal or vertical format.

Horizontal format

FONT: Myriad Pro Bold with leading 120 percent of the font size
ALIGN: Flush Left/Ragged right.
SCALE: The tag line is set on two lines to fill a vertical space 85 percent of the EVMS mark. The tag line sits on the baseline of the EVMS Mark, and is offset from the EVMS mark by the width of the “E” in the EVMS mark. The tag line is separated from the logo by a 1-point vertical rule midway between the logo and tag line. This rule extends above and below the logo by the height of the “M” in the EVMS logotype.

Vertical format

FONT: Myriad Pro Bold with leading 120 percent of the font size
ALIGN: Flush left/ragged right.
SCALE: The tag line is set on two lines to fill a horizontal space 85 percent of the EVMS mark. The tag line is positioned below the logotype, aligned flush left with the logotype and separated from the logotype by the height of the “W” in the tag line.

Clear Space

The clear space for both versions is the same as the EVMS logo. See page 5.

Minimum Size

To ensure readability, the logo should never be used smaller than 1.5 inches (108 points) in width.

Color

Logo with tag line may be displayed in EVMS blue, black or white.

EVMS

MARKETING AND COMMUNICATIONS



CLINICAL PRACTICES



A clinical practice of EVMS Medical Group

EVMS Logo with Signature

EVMS has many constituent centers, institutes, programs and departments. These entities benefit from their association with EVMS. Additionally, they help create a stronger reputation for EVMS as a whole. To maximize the strength of all entities, it is important to establish a consistent approach for using the names together.

All department names should be placed below the EVMS logo. **Program tag lines may not be used.** Placement of program, center and institute names should follow these guidelines as well, except in instances when space is limited. When such spacing issues are a concern, please contact Creative Services in EVMS Marketing and Communications at 757.446.7070. **Do not attempt to make a signature for your unit.** Signatures may only be created and distributed by Creative Services and may not be altered in any way.

Logo with Signature Typography

FONT: Granjon Small Caps & Old Style Figures

ALIGN: Flush Left/Ragged right.

SCALE: 25% of the height of EVMS logo. Except for special cases determined by Marketing and Communications, lettering should not extend beyond the EVMS logo justification zone, the area equal to half the space of the letter "S" extended to the right of the EVMS logo. Long department/program names will use multiple lines.

COLOR: Pantone 167 (EVMS Rust)

Clear Space

The clear space is the same as the EVMS logo. See page 5.

Minimum Size

To ensure readability, the signature logo should never be used smaller than 1.5 inches in width.

Clinical Practice Signature

Clinical practice units whose primary purpose is to provide patient care must be identified as a clinical practice of EVMS Medical Group.*

*Note: While black is the preferred color for this notification, Pantone 633 may be substituted to avoid three-color commercial printing.

1 EVMS

MARKETING AND
COMMUNICATIONS

The preferred color for the EVMS logo is always Pantone 633. It can also appear in black or white.

The preferred color for the Signature is always Pantone 167. It can also appear in Pantone 633, black or white.



2 EVMS

MARKETING AND
COMMUNICATIONS

3 EVMS

MARKETING AND
COMMUNICATIONS

4 EVMS

MARKETING AND
COMMUNICATIONS

EVMS Logo with Signature

COLOR SPECIFICATIONS

Here are the optional ways an EVMS logo with signature may appear.

- 1 **Two color**, PMS 633 and PMS 167.
This is the preferred display of a signature logo.

EVMS Blue

SPOT COLOR: Pantone 633

CMYK: Cyan 83%, Magenta 37%, Yellow 27%, Black 5%

RGB: Red 31, Green 127, Blue 156;

HTML: #1f7f9b

EVMS Rust

SPOT COLOR: PMS 167

CMYK: Cyan 5%, Magenta 77%, Yellow 100%, Black 15%

RGB: Red 199, Green 83, Blue 30

HTML: #c7531e

- 2 **EVMS Blue**, this is the preferred display in one color.
- 3 **Black**, use primarily in black and white printing.
- 4 **White (reverse)** The preferred usage for all-white (reverse) logos is on EVMS Blue or black backgrounds. The reverse logo also be used on photographs with a dark background and on the secondary colors within EVMS' approved color palette listed on page 19.

EVMS

1 MARKETING AND COMMUNICATIONS

EVMS

2 MARKETING AND COMMUNICATIONS

EVMS

3 MARKETING AND COMMUNICATIONS

EVMS

4 MARKETING AND COMMUNICATIONS

EVMS

5 MARKETING AND COMMUNICATIONS

Signature Logo Misuses

DO NOT:

- 1 Do not extend a single line of department/program text beyond the predetermined justification zone. Contact EVMS Marketing and Communications Creative Services at 757.446.7070 if text will not fit within specifications.
- 2 Do not use INITIAL CAPS.
- 3 Do not change the font.
- 4 Do not change font weight.
- 5 Do not change alignment of text.
- 6 Do not change relative size.
- 7 Do not stack multiple signatures.

EVMS

6 MARKETING AND COMMUNICATIONS

EVMS

7 MARKETING AND COMMUNICATIONS CREATIVE SERVICES



**Master of Contemporary
Human Anatomy**



Medical Master's



**School of
Medicine**

EVMS Logo with Alternative School and Unit Signatures

Alternative school and unit signatures may be created by EVMS Marketing and Communications for limited use and only when electronic and/or print formats cannot accommodate the official logo and signature. The use and design of these alternative signatures are determined by EVMS Marketing and Communications and must be approved for every use.

Co-branding and Joint Programs

Due to the unique nature of co-branded materials and joint programs (i.e. Sentara/EVMS or CHKD/EVMS), special consideration must be given when creating any signatures, print and electronic materials, web pages, etc. All materials for co-branded or joint programs must be created or approved by EVMS Marketing and Communications.





Special Request Graphic Elements/Marks

Any use of a graphic element/mark outside of the EVMS traditional logo must be created or authorized by Marketing and Communications. A graphic element/mark may be requested for use in the following circumstances:

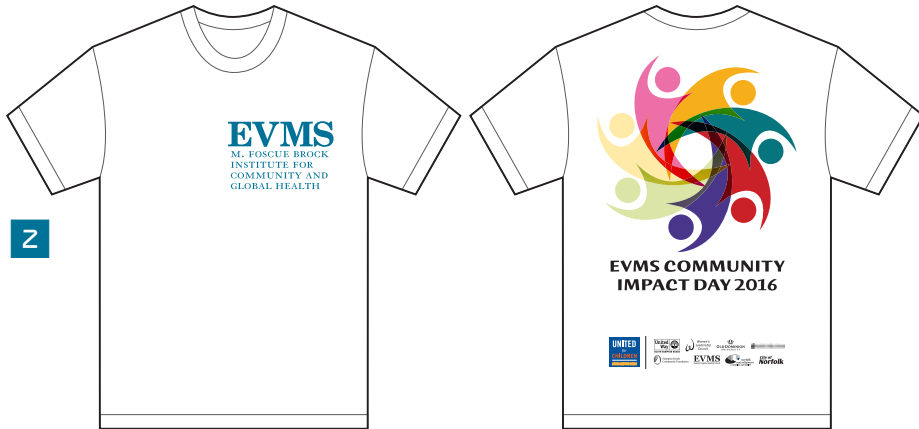
1

EVMS
Eastern Virginia Medical School | **Thriving in Our Missions:
Our Roadmap for the Future.**

1. A time-limited campaign with limited shelf life or use. For example:
Strategic Plan
Capital Campaign
2. A recurring institutional event (annual event, conference, etc). These graphic elements/marks must integrate or be used in close conjunction with the EVMS logo and must meet all branding standards. For example:
Community Impact Day T-Shirt
3. An internally focused campaign with limited or no external exposure. Potential for media exposure or large-scale external visibility is a disqualifier.

EVMS | **20** | capital
Eastern Virginia Medical School | TWENTY | campaign

2



It is Important to note the following:

- If there is a chance the graphic element/mark could be confused for an institutional logo, use will be prohibited.
- Colors must be on-brand or a complete departure to avoid confusion.
- Graphic elements/marks must be used in conjunction with the EVMS logo as directed by Marketing and Communication.

3

EVMS
WELLNESS WORKS

DEPARTMENT / OFFICE LOGOS

EVMS ✓
SURGERY

EVMS ✓
DEVELOPMENT

EVMS ✗
DEPARTMENT OF
SURGERY

EVMS ✗
OFFICE OF
DEVELOPMENT

PROGRAM LOGOS

EVMS
BIOMEDICAL
SCIENCES RESEARCH, MS

EVMS
BIOMEDICAL
SCIENCES, PHD

EVMS Naming Convention

For the sake of consistency and because of space constraints, EVMS naming conventions do not allow for the use of titles such as “Office of,” “Program” or “Department of.” In both logos and writing, an office, department, or program will be listed as EVMS Office Name or EVMS Program Name.

For example:

EVMS Surgery not EVMS Department of Surgery

EVMS Development not EVMS Office of Development

The **only** exceptions granted for this rule are the EVMS Office of the President and EVMS Office of Legal Counsel.

These exceptions are in place because the office name could be confused with a person/title in that office.

All program signature logos will include the appropriate degree as a way to decipher between master and doctorate programs.

Use of the Ampersand

A program, department or center may request to use an ampersand (&) in their logo in place of the word “and.” If requested, logos with an “&” should be used consistently and cannot be used interchangeably with a logo using “and.” Exceptions may be made for small print materials such as business cards with approval from Marketing and Communications. In writing, the word “and” should be used in **ALL** references to a program, department, center, etc.

EVMS
EAR, NOSE & THROAT
SURGEONS

**Community focus.
World impact.**



EVMS Curve

The EVMS curve is a design element that may be used in conjunction with the logo, as a page border or as part of an image border. When used as part of an image border, the image follows only one side of the curve.

The curve is represented in two colors, the most common being EVMS Blue and EVMS Rust. Other color combinations are EVMS Blue with any of the secondary colors in the EVMS color palette. (see page 18)

The EVMS curve should not be stretched, condensed, separated or warped to change its shape. All requests for exceptions to the EVMS Curve must be submitted to EVMS Marketing and Communications.

When used as a photo border, the photo should follow the curve of one color.



EVMS Seal

This is the official EVMS Seal. It is used **only** by the Office of the President and has limited use, primarily on select official school documents and commencement-related items, such as academic diplomas, transcripts, program certificates and other formal or ceremonial documents.

All such uses require the prior approval of EVMS Marketing and Communications. The EVMS seal is a stand-alone mark of the school, which **may not** be combined with the EVMS logo.

The EVMS Seal should not be used on white coats/labcoats.

EXPIRED LOGO

The logo shown below was retired in 2008 and is not to be used in any way, shape or form as it no longer officially represents EVMS.



EVMS PRIMARY COLORS



DO NOT TINT
EVMS BLUE

**PANTONE
633**

EVMS Blue

SPOT COLOR: Pantone 633

CMYK: Cyan 83%, Magenta 37%,
Yellow 27%, Black 5%

RGB: Red 31, Green 127, Blue 155

HTML: #1f7f9b



**PANTONE
167**

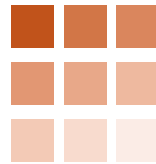
EVMS Rust

SPOT COLOR: Pantone 167

CMYK: Cyan 5%, Magenta 77%,
Yellow 100%, Black 15%

RGB: Red 199, Green 83, Blue 30

HTML: #c7531e



90% - 10%
TINT

Colors

The primary EVMS colors are
Pantone 633 and Pantone 167.

The secondary color palette complements the official EVMS
colors. These accent colors should be used in addition to
the official blue and rust, not to replace them. These accent
colors may be used as solid color or as a tint of the color.

EVMS SECONDARY COLORS



**PANTONE
539**

SPOT COLOR: Pantone 539

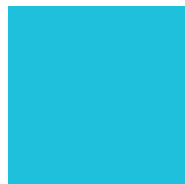
CMYK: Cyan 100%, Magenta 42%,
Yellow 22%, Black 80%

RGB: Red 0, Green 35, Blue 57

HTML: #002539



90% - 10%
TINT



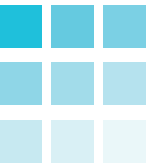
**PANTONE
311**

SPOT COLOR: Pantone 311

CMYK: Cyan 68%, Magenta 0%,
Yellow 12%, Black 0%

RGB: Red 5, Green 195, Blue 222

HTML: #05c3de



90% - 10%
TINT



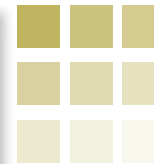
**PANTONE
617**

SPOT COLOR: Pantone 617C

CMYK: Cyan 11%, Magenta 6%,
Yellow 64%, Black 13%

RGB: Red 203, Green 191, Blue 109

HTML: #cbc46d



90% - 10%
TINT



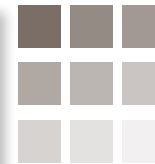
**PANTONE
Warm Gray 10**

SPOT COLOR: Pantone Warm Gray 10

CMYK: Cyan 51%, Magenta 49%,
Yellow 55%, Black 17%

RGB: Red 121, Green 110, Blue 101

HTML: #796e65



90% - 10%
TINT

1 Radiology

The quick brown fox jumps over the lazy dog.

2 Urology

The quick brown fox jumps over the lazy dog.

3 Surgery

The quick brown fox jumps over the lazy dog.

4 Family Medicine

The quick brown fox jumps over the lazy dog.

5 ObGyn

The quick brown fox jumps over the lazy dog.

6 Dermatology

The quick brown fox jumps over the lazy

Fonts

The following font families are the official EVMS approved fonts (examples to left):

MyriadPro with five weights of roman and italic in normal width and five weights of roman and italic in companion expanded, semi-condensed and condensed version

ITC Garamond with four weights of roman and italic in normal width and four weights of roman and italic in companion narrow and condensed versions

These fonts are recommended but not required, as they are not available for free but can be purchased through an official font vendor. Contact Creative Services for assistance identifying the correct fonts if you need to purchase them. **If you are paying for advertising, correct fonts must be used.**

- 1 **MyriadPro Regular:** Use primarily in text
- 2 **MyriadPro Italic:** Use primarily to highlight text
- 3 **MyriadPro Bold:** Use in headlines
- 4 **ITC Garamond Light:** Use primarily in text
- 5 **ITC Garamond Light Italic:** Use primarily to highlight text
- 6 **ITC Garamond Bold:** Use in headlines

Font Substitution

If you do not have these fonts available, use the following sans-serif fonts in place of MyriadPro, and serif fonts in place of ITC Garamond. These fonts are available on computers running Windows and Mac OSX.

SIMILAR SANS-SERIF FONTS

Calibri ABCdefg123	Helvetica ABCdefg123	Arial ABCdefg123
-----------------------	-------------------------	---------------------

SIMILAR SERIF FONTS

Garamond ABCdefg123	Times New Roman ABCdefg123	Georgia ABCdefg123
------------------------	-------------------------------	-----------------------

Other versions of Garamond, such as Adobe Garamond, Garamond Premier Pro, Sabon or Granjon may be used in place of ITC Garamond.

Myriad Pro

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Condensed

Myriad Pro SemiCondensed

Myriad Pro Regular

Myriad Pro SemiExtended

ITC Garamond

ITC Garamond Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Ultra Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

ITC Garamond Book Narrow

ITC Garamond Book Condensed

ITC Garamond Book



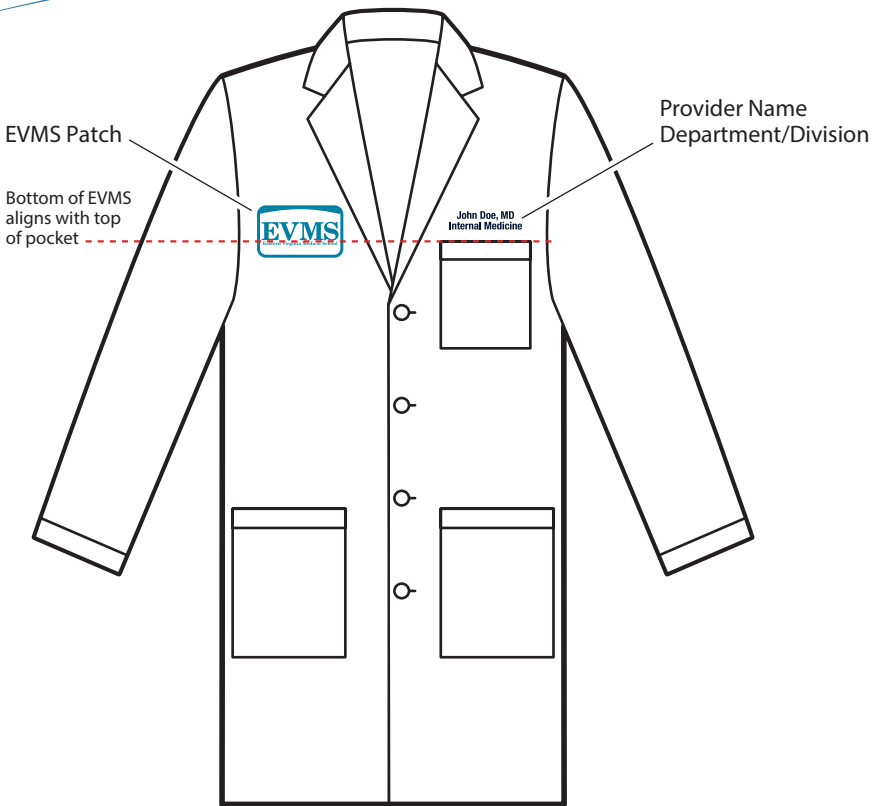
White Coat Patches

All white coats worn by faculty must carry the correct EVMS patch. Older patches with the Presidential Seal do not comply with current brand standards and must be replaced by the current patch. Embroidering on white coats should be Pantone® 633 blue, Pantone® 539 dark blue (see page 18) or black, using a serif or sans serif font such as Times New Roman or Calibri or equivalent. Do not use a script font.

For patch placement on coats, please see page 22.

Faculty or staff needing new coats may order them through the EVMS Bookstore in Lewis Hall, which can be reached by phone at 757.446.5819. EVMS Marketing and Communications has current patches available at no cost for those who need to replace an outdated one.





Clinical Attire

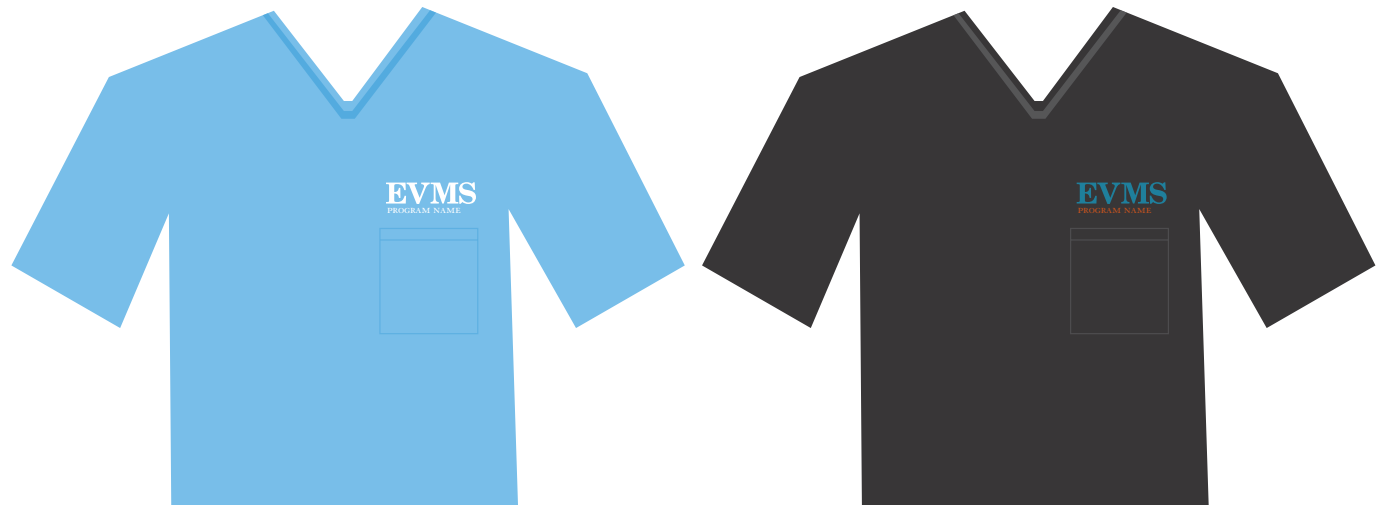
In order to have uniformity in the look of clinical attire, the placement standards for lab coats, scrubs, T-shirts and polo shirts outlined below should be followed.

Lab Coats

The EVMS patch is to be sewn on the right chest of all lab coats. This placement allows the EVMS logo to be visible in photographs and video interviews. While lab coats currently in use may continue to be used, all new orders for lab coats should have the EVMS patch placed on the right, with the bottom of the letters EVMS in the patch aligned to the top of the pocket. Personalization on lab coats (e.g., names, titles, degrees, departments, divisions, etc.) is to be embroidered on the left chest in Pantone® 633 blue, Pantone® 539 dark blue or black, using a serif or sans serif font such as Times New Roman or Calibri or equivalent. Do not use a script font.

Scrubs

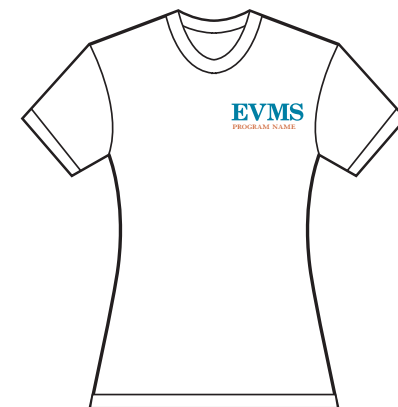
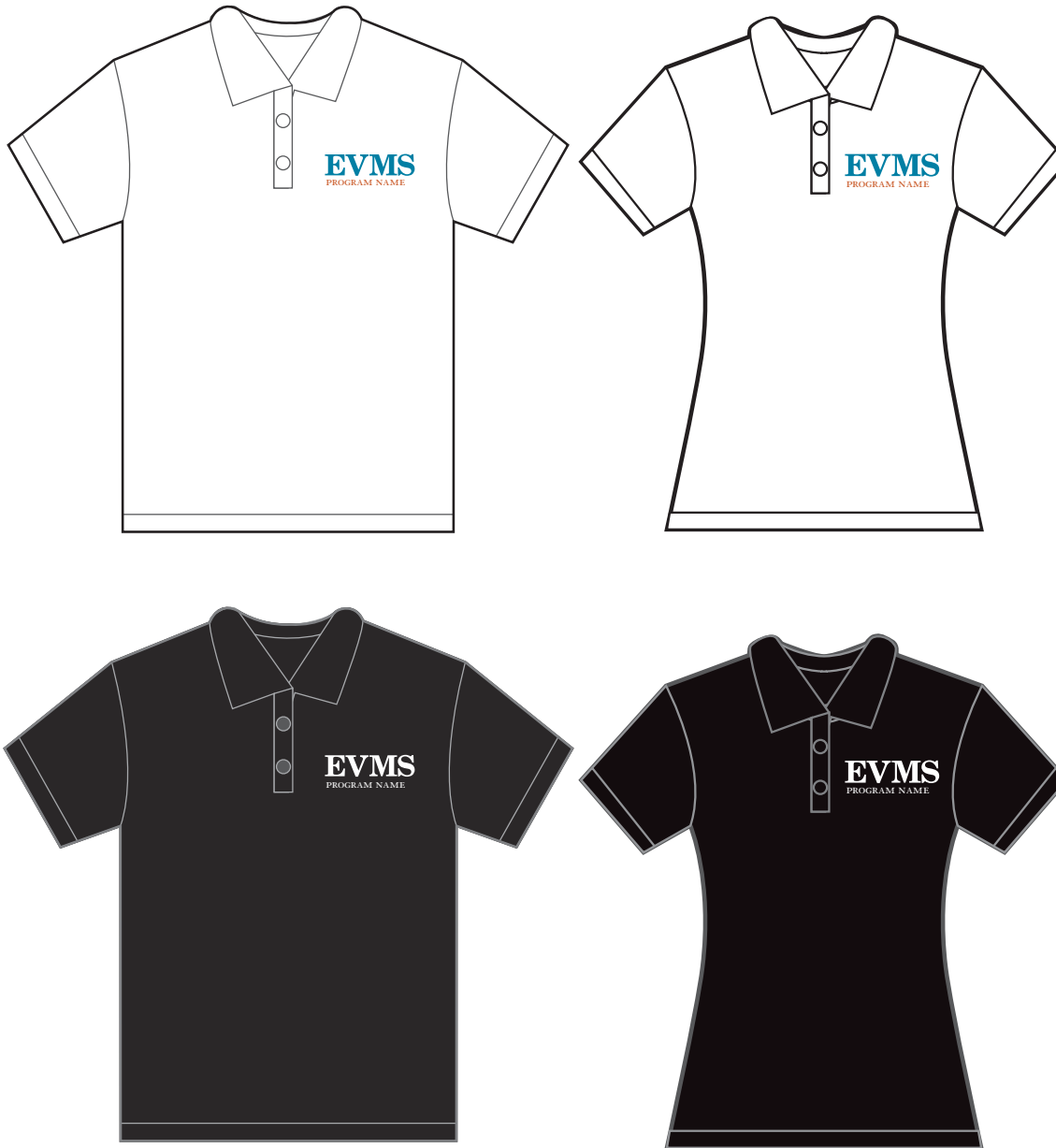
The unit signature is to be embroidered on the left chest of colored scrubs in white thread or in two colors: Pantone® 633 blue for the EVMS logotype and Pantone® 167 for the unit name.



T-Shirts and/or Polo Shirts

The unit signature is to be embroidered or silk-screened on the left chest of T-shirts and/or polo shirts in two colors: Pantone® 633 blue for the EVMS logotype and Pantone® 167 for the unit name.

Black or dark colored shirts may be embroidered using white thread.





Vincent A. Rhodes, PhD, APR
*Assistant Vice President,
Marketing and Communications*

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757.446.7070 PH | 757.446.7451 FAX
RhodesVA@evms.edu | www.evms.edu

Community focus. World impact.

Business Card

FORMAT

One front and back design is available for general use. For particular uses in a clinical setting, additional card back options are available.

Order business cards online from B&B Printing. Go to www.evms.edu/templates for ordering information.

EVMS standard requires the use of dots rather than hyphens in phone numbers. For example: 757.446.7070

In addition, EVMS uses Associated Press style in business cards, letterhead and other printed items. Therefore, titles such as MD, MPH, etc. do not have periods between the letters.

Any items unavailable in the current order form must be requested of and approved by EVMS Marketing and Communications.

Letterhead

Two letterhead designs are available for general use.
 Order letterhead online from B&B Printing.
 Go to www.evms.edu/templates for ordering information.

- 1** Basic Letterhead (This is the recommended format since it would not require reprinting due to staff changes.)
- 2** Letterhead with staff names and/or multiple location addresses



1



2

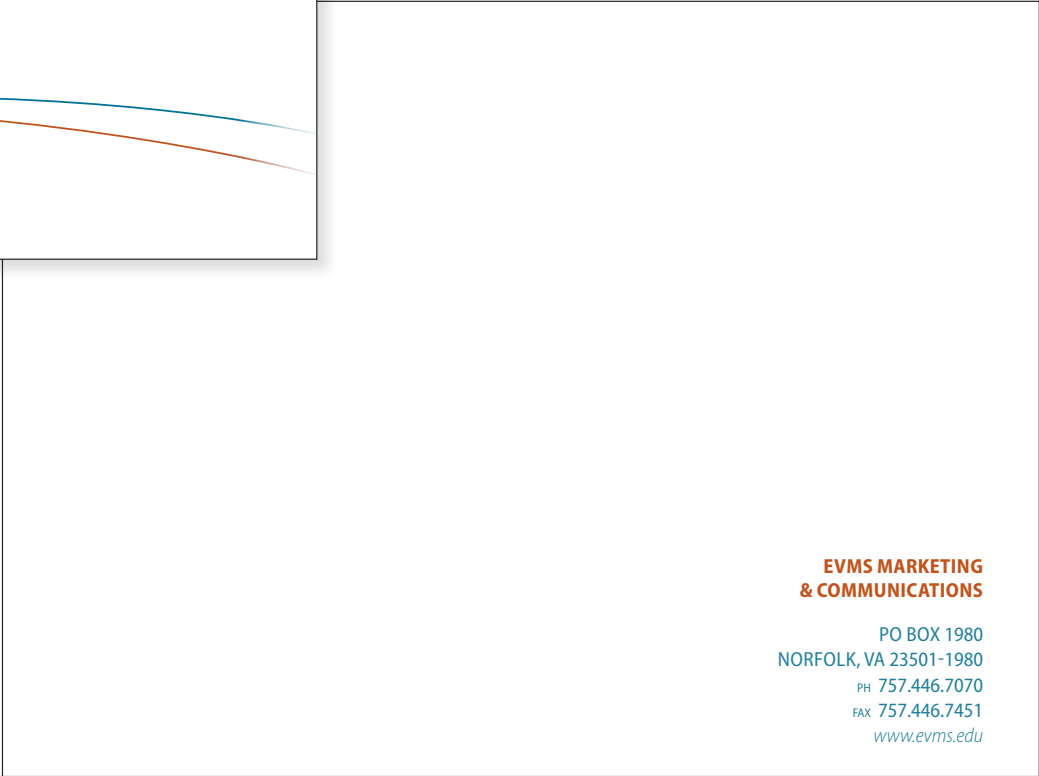


FRONT

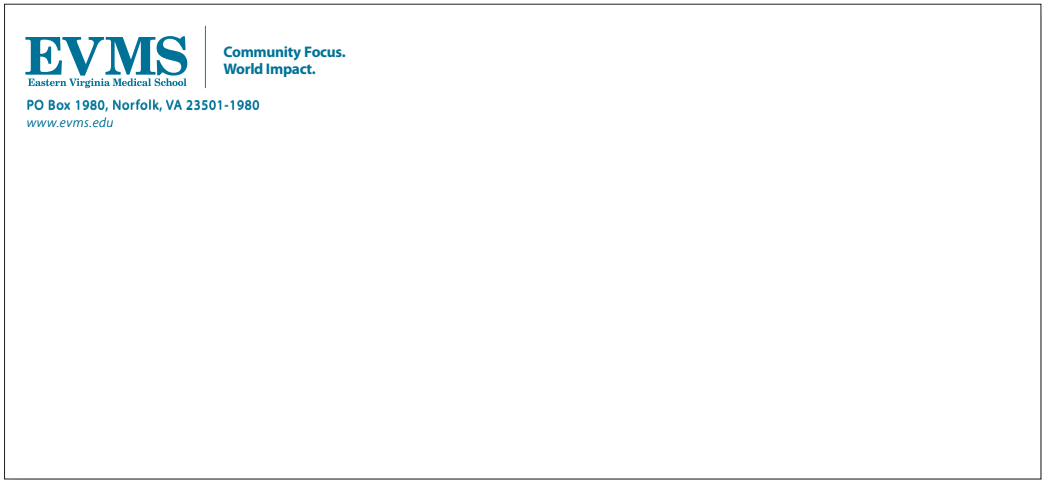
Note Card

FORMATS

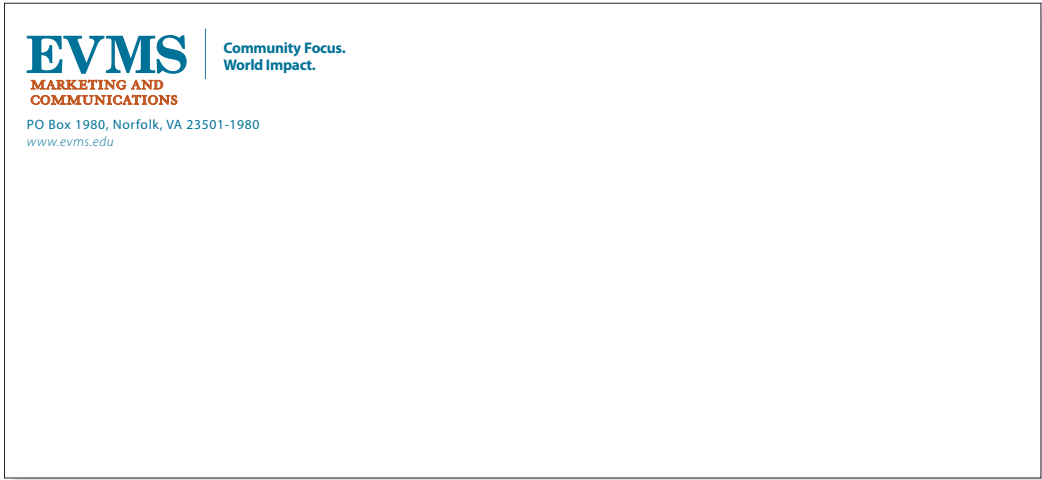
One note card design is available for general use. Order note cards online from B&B Printing. Go to www.evms.edu/templates for ordering information.



BACK



1



2

Envelope

FORMATS

Two envelope designs are available for general use. Order envelopes online from B&B Printing. Go to www.evms.edu/templates for ordering information.

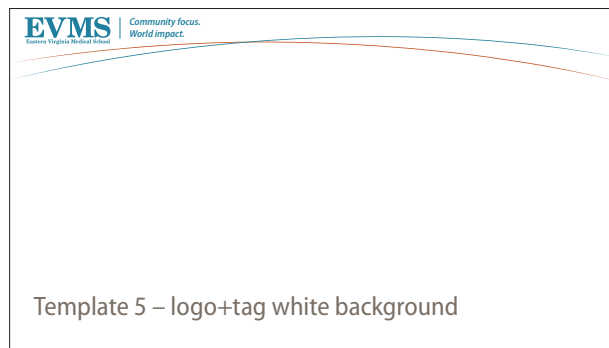
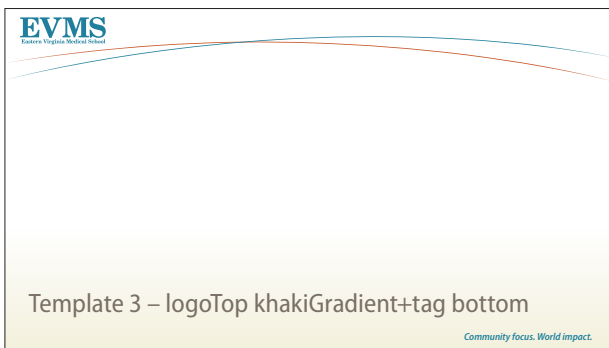
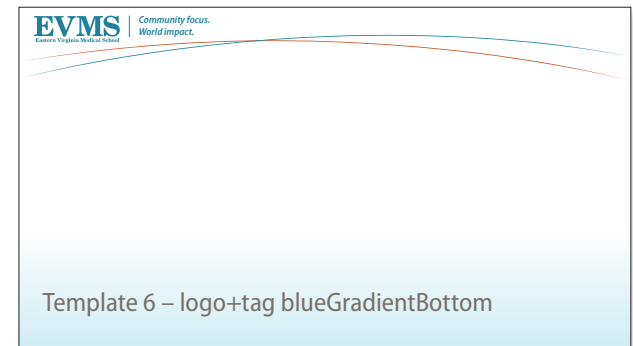
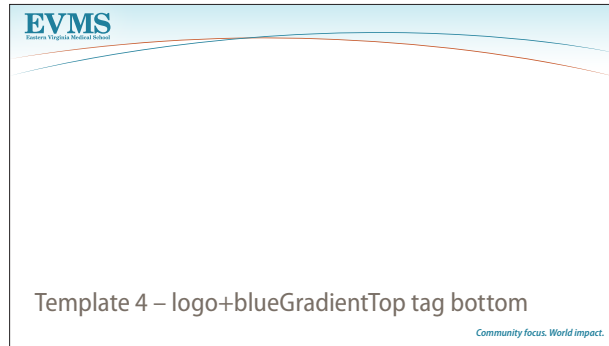
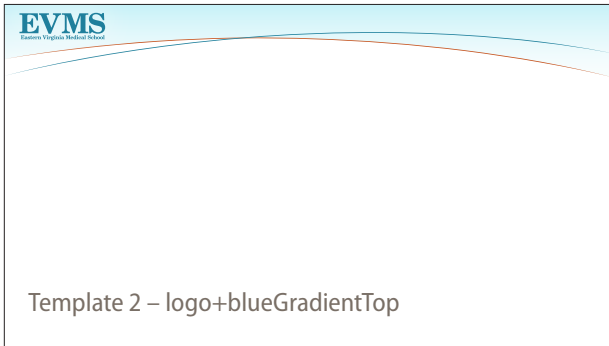
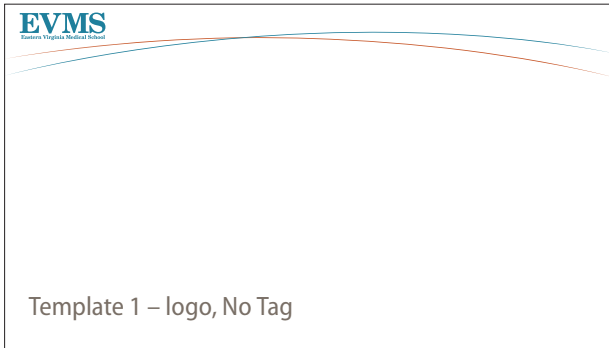
- 1 General EVMS envelope
- 2 Academic/Administrative Department envelope

PowerPoint

TEMPLATES

All EVMS multimedia screens are 16 : 9 widescreen format. Each of these templates is available online at www.evms.edu/templates.

If you require a standard 4:3 template for off-campus presentations, please contact your Marketing and Communications account executive.



Brochures

TEMPLATES

Templates are available at www.evms.edu/templates. Use these designs as a starting point, customizing as needed to communicate your message. Prior to printing, please submit your brochure to your account executive for final approval.

Templates are available in Adobe InDesign and Microsoft Powerpoint.

Contact your account executive in EVMS Marketing and Communications at 757.446.7070 for templates when creating advertising designs.

Note: Any deviation from supplied templates requires approval from Marketing and Communications.



Headline
Goes
Here

Headline
Goes Here

EVMS
Eastern Virginia Medical School

DESIGN 1



DESIGN 2



DESIGN 3

Email Signature

Full Version – Single Title

User Name, Credential

Title
EVMS Department
Eastern Virginia Medical School
P.O. Box 1980, Norfolk VA 23501-1980
TEL: 757.XXX.XXXX | user@evms.edu
www.evms.edu

Community focus. World impact.

Internal Version

Our coworkers need to know who we are and how to contact us, but don't need our full address and other information.

User Name, Credential

Title
EVMS Department
EXT: 7070

Community focus. World impact.

If you are communicating with students, you may wish to include your office location.

Email is our most common form of day-to-day communication and therefore one of the most visible ways we communicate with our audiences and each other. The email signature is a vital tool in presenting EVMS as a unified brand. Clear, consistent email identification strengthens the EVMS visual identity.

It is not necessary to use the full email signature on every email you send. It should be included when representing yourself as part of the institution, but it isn't necessary for day-to-day emails between coworkers.

Requirements

To ensure the best formatting and best usage:

1. Your email signature should be formatted using the **Calibri** font. The font size should be 11pt.
2. Your name should be Calibri Bold and EVMS Blue (R-31 G-127 B-155 or #1F7F9B in hexadecimal). All other information should be Calibri regular and black.
3. Phone and email options can be changed as necessary to your preferred contact method.
4. The tag line should always appear in italic under the contact information.

NOTE: Use the link to an email optimized logo that may be added to your email signature. Do not resize the logo image generated for your signature. The logo will include the EVMS tag line.

Do Not:

1. Add anything to the signature, such as inspirational quotes or additional graphics, unless approved by EVMS Marketing and Communications as part of a branded campaign.
2. Link to personal social-media accounts.
3. Include disclaimers, sustainability statements or anti-phishing statements, unless they are required and approved.
4. Add graphics, other than the EVMS email-optimized logo. Many people use text-only email systems and won't be able to see them. Images may not display properly in other email programs, and a distorted image harms the EVMS brand. Often, images are treated as attachments and can clog a user's inbox or cause email to be filtered as spam.
5. Use background images and background colors. Keep it simple and use a white background to ensure accessibility.

Email Signature with Logo and Social Media

Many people use text-only email systems and won't be able to see logos. Images may not display properly in other email programs, and a distorted image harms the EVMS brand. Often, images are treated as attachments and can clog a user's inbox or cause email to be filtered as spam.

Signature with EVMS Logo

User Name, Credential

Title

EVMS Department

Eastern Virginia Medical School

P.O. Box 1980, Norfolk VA 23501-1980

TEL: 757.XXX.XXXX | user@evms.edu

www.evms.edu



Community focus. World impact.

Signature with EVMS Logo and Social Media

User Name, Credential

Title

EVMS Department

Eastern Virginia Medical School

P.O. Box 1980, Norfolk VA 23501-1980

TEL: 757.XXX.XXXX | user@evms.edu

www.evms.edu



Community focus. World impact.



Links to the EVMS email signature template:

[Signature, Text Only](https://blogs.evms.edu/signature-noLogo.htm) - blogs.evms.edu/signature-noLogo.htm

[Signature, Internal](https://blogs.evms.edu/signature-internal.htm) - blogs.evms.edu/signature-internal.htm

[Signature with EVMS Logo](https://blogs.evms.edu/signature+logo.htm) - blogs.evms.edu/signature+logo.htm

[Signature with EVMS Logo and Social Media](https://blogs.evms.edu/signature+logo+social.htm) - blogs.evms.edu/signature+logo+social.htm

[Signature with EVMS logo and SafeZone logo](https://blogs.evms.edu/signature+logo+safeZone.htm) - blogs.evms.edu/signature+logo+safeZone.htm

[Signature with EVMS logo, social icons and SafeZone logo](https://blogs.evms.edu/signature+logo+social+safeZone.htm)

- blogs.evms.edu/signature+logo+social+safeZone.htm


[SafeZone logo only to add to existing signature](https://blogs.evms.edu/safeZone.htm) - blogs.evms.edu/safeZone.htm

Instructions for making the branded EVMS email signature:

Outlook 2016 PC

1. Open the web page containing the template you want to use for your signature
2. Select everything between the begin and end references and copy the selected content
3. In Outlook, Under the File menu, choose **Options**
4. In Options, click Mail in the left sidebar, then click the **Signatures...** button on the right
5. Create a new signature by clicking the **New** button
6. Paste the signature template you have copied into the box at the bottom of the **Signatures and Stationery** window
7. Personalize the signature with your information, then click the **OK** button

Outlook 2016 Mac

1. Open the web page containing the template you want to use for your signature
2. Select everything between the begin and end references and copy the selected content
3. In Outlook, Under the Outlook menu, choose **Preferences**
4. In the E-mail section, click the **Signatures** icon
5. Under Edit signature, click the [+] button  to create a new signature
6. Paste the signature template you have copied into the **Signature** box on the right
7. Personalize the signature with your information, then close the **Signatures** window

Research Posters

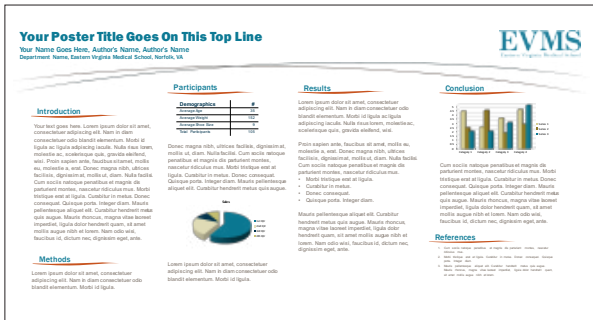
TEMPLATES

Each of these templates as well as co-branded EVMS | Sentara templates is available online at www.evms.edu/templates.

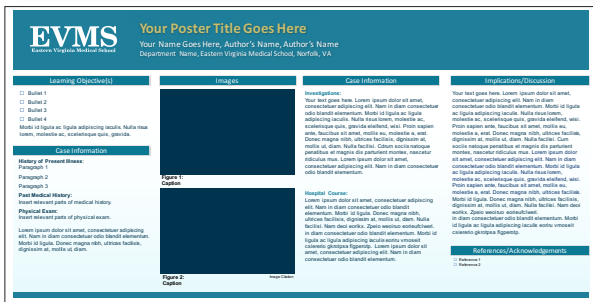
The 48x24 templates can be scaled to print at the following additional popular sizes: 72"x 36" (print at 150%), 84"x 42" (print at 175%), 36"x 18" (print at 75%) and 42"x 21" (print at 87.5%).

Creative Services is available to assist in the creation of complex or custom poster designs. For more information, contact your account executive, call EVMS Marketing and Communications at 446.7070 or email news@evms.edu.

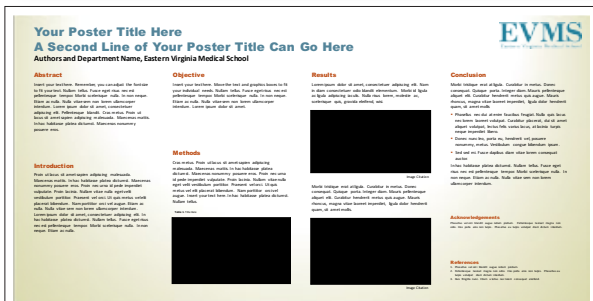
48x24 Research Poster Templates



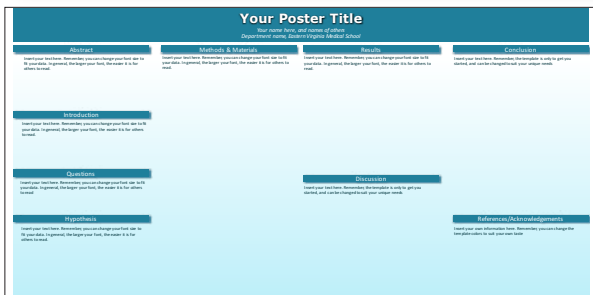
Research Poster 1 (48x24)



Research Poster 2 (48x24)

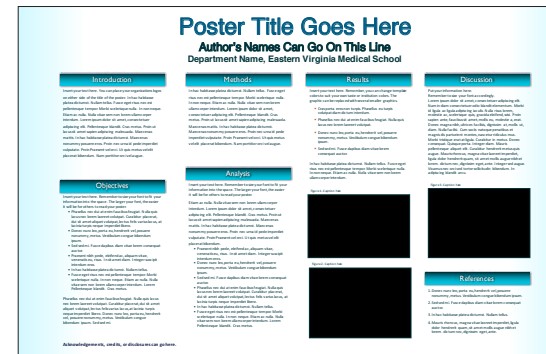


Research Poster 3 (48x24)

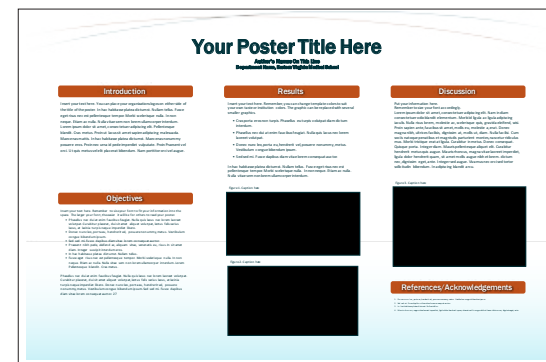


Research Poster 4 (48x24)

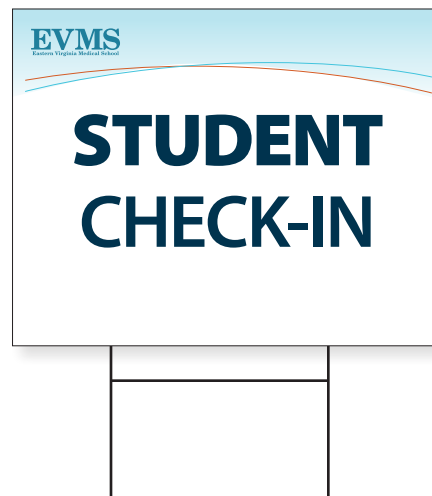
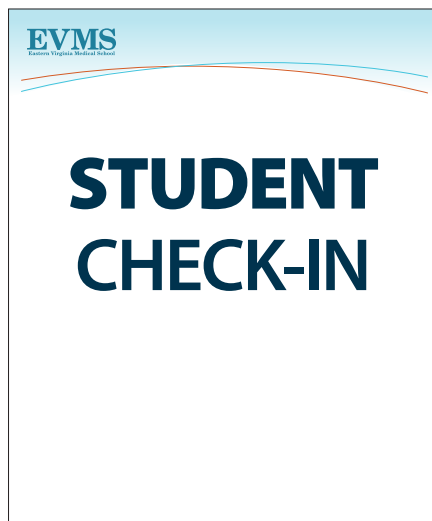
56x34 Research Poster Templates



Research Poster 5 (56x34)



Research Poster 6 (56x34)



Directional Signage

EVMS has an established branded look for all directional signage for events and activities. The following rules apply:

Logo and Text

The EVMS logo will be placed at the top left-hand corner. Sign text will be centered and placed below the logo. Approved fonts for signs are Serif (Garamond) or Sans Serif (Myriad)

EVMS BRANDED ARROWS

1. Colors - Rust, EVMS Blue or Black
2. Arrow - Triangle at 250% scale
3. Please specify arrow head direction

Signs can be produced in the following sizes (horizontal or vertical):

In-house (can be mounted on black foam core)

12" x 18"

13" x 19"

Vendor (white foam core or coroplast)

18" x 24"

20" x 30"

24" x 36"

H-stake signs are available upon request.



Promotional Items

All merchandise and promotional items, including T-shirts, pens, and other giveaways featuring the EVMS logo with or without a program, department or center signature, must be approved by EVMS Marketing and Communications prior to purchase and creation. Please contact your account executive for directions regarding this process.

Contact Information

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Art Director

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757.446.7070 PH

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news@evms.edu

EVMS Marketing and Communications supports and advances the goals of Eastern Virginia Medical School by promoting the school's brand, fostering a sense of community and generating media coverage that will strengthen the image and reputation of EVMS.

Creative Services in EVMS Marketing and Communications provides knowledge and expertise to guide the EVMS community in the creation of marketing and communications collateral, ranging from printed materials to web sites and digital media.