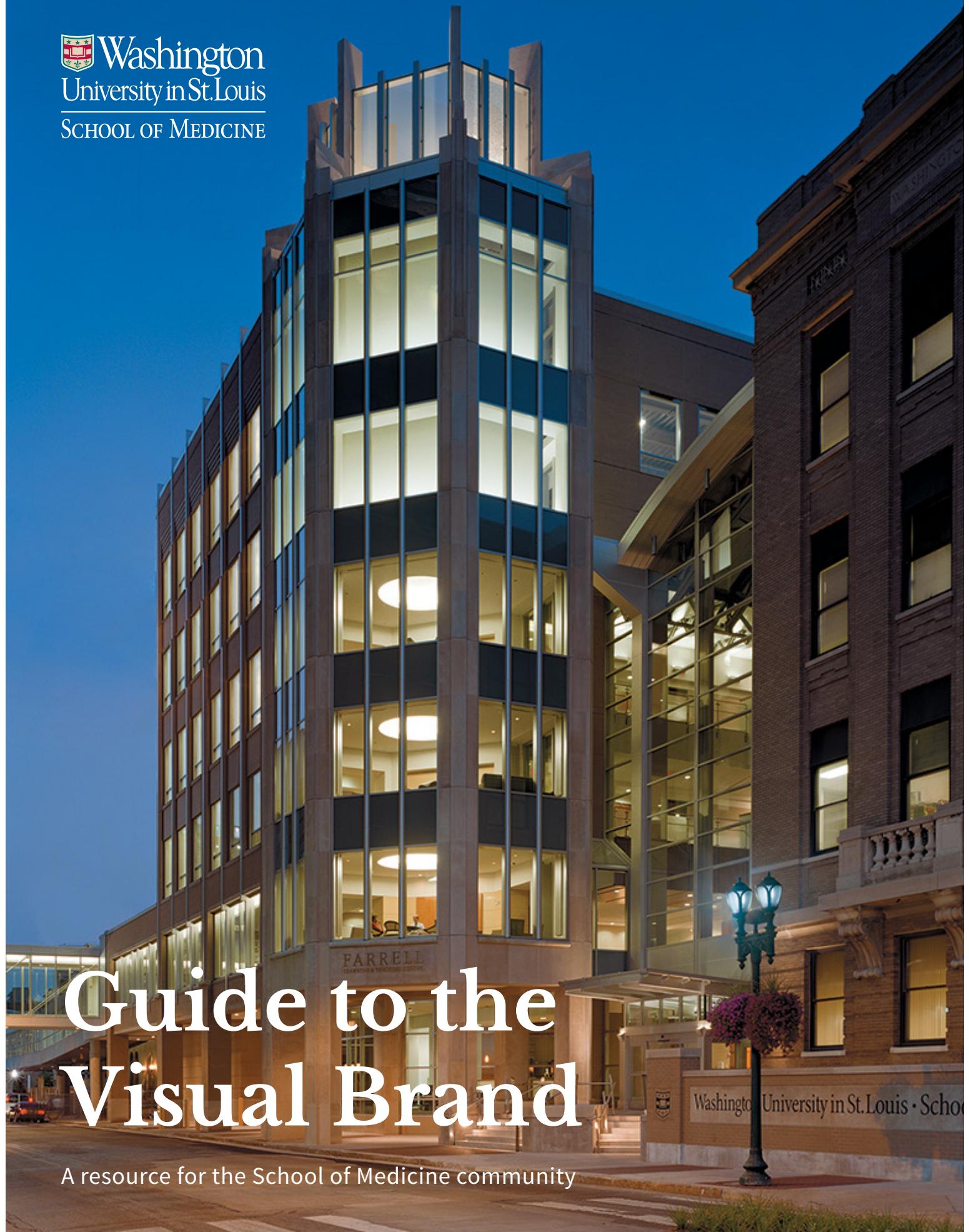




# Guide to the Visual Brand

A resource for the School of Medicine community



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Washington University School of Medicine in St. Louis is an exceptional place, driven by diverse people and the ideas and energy they bring to advancing medicine. It's exceptional because of the people who are here, because of the innovative work we do, because of the collaborative, supportive way we do that work. We have a powerful story to tell.

That story — our strong reputation — is one of our most valuable assets. It's an asset that helps all of us, so it's up to all of us to maintain and enhance our reputation. That's a complex proposition because thousands of people tell our story in many ways: written words, images, speeches, presentations, websites, social media, books, posters and papers.

Given the complexity, our story is at risk of becoming distorted, fuzzy and confusing — more noise than signal — unless we send a unified message. Sending a unified message requires consistency and clarity in the way we communicate.

And that's the purpose of this guide: To explain the best ways to craft unified communication, particularly with visual elements. This booklet is a set of guidelines — and some rules — that will help us unify our communication with the world.

The focus is primarily about the visual elements of our brand — images, logos, fonts, colors and so on. Those are powerful elements that will strengthen your communication because using them will allow you to connect seamlessly with the engine that is the school's reputation.

The more unified we are in telling our story, the more effective we can be in attracting students, faculty and staff and in building relationships with donors and other partners; the better we can ensure that the world knows this is an exceptional place.

# Strategy and messaging

A brand is a story: simple, memorable and true. It is the essential quality that makes anything unique. It is the story we tell about who we are and why we exist. But it is also the mixture of facts, feelings, impressions and interpretations that people believe based on the signals we send.

## What sets us apart:

We are a community where people matter and serious work is done.

### Key attributes

Our key attributes are a set of characteristics that define the School of Medicine's personality. They inform our communications in the look, feel, tone of voice and imagery we use to tell our stories, and they serve as a standard for how we do our work.

**Leaders** We are national leaders backed by a long history of innovation in research, education and patient care.

**Driven** We are driven by our mission to advance human health.

**Innovative** We work across disciplines to define the leading edge, developing solutions for the future.

**Personal** We are a supportive, diverse community that works toward great accomplishments.

**Inclusive** We are committed to building a diverse campus community where all are welcome.

# Nomenclature

## **Washington University in St. Louis**

This is the appropriate title for university-level and intercampus initiatives. Using this full name ensures that no confusion arises between Washington University in St. Louis and the 20 other colleges and universities whose names include the word “Washington.” Market research conducted within the university’s key constituencies shows that all audiences — from alumni and friends to prospective students and parents — prefer “Washington University in St. Louis” as the official name. The Board of Trustees officially adopted this name in 1976.

## **Washington University School of Medicine in St. Louis**

This is the complete formal name of the school. It is an appropriate identifier for distribution to external audiences. Note that the web logo includes all of these words. In text communications, use this full title on first reference. On second and subsequent references, use “School of Medicine,” “the school” or “Washington University.”

## **Washington University School of Medicine**

This wording is appropriate for internal audiences, alumni and friends of the school.

## **School of Medicine**

Appropriate in text as a second or subsequent reference.

## **Departments, Divisions, Programs, Offices, Centers, etc.**

For specific units within the School of Medicine, the text may read either Washington University <Unit Name> or Washington University School of Medicine <Unit Name>. The first reference to a unit should include one of these options.

## **Questions?**

Please contact the Office of Medical Public Affairs for further assistance.



# Washington University in St. Louis

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## SCHOOL OF MEDICINE

Executive Vice Chancellor for Medical Affairs and Dean

## Use of the official logos

Dear Colleagues:

Washington University School of Medicine is known around the world for excellence in medical education, research and patient care. To effectively communicate our efforts and achievements, both internally and to the outside world, it is imperative that we present a coherent, unified visual appearance through consistent use of the official School of Medicine and WU Physicians logotypes as our exclusive branding marks.

The School of Medicine and WU Physicians logos were built upon the University's trademark. The University has spent decades achieving brand recognition of its familial trademarks; consistent use of these marks, over time, reinforces our brand recognition and allows all of us to benefit from the outstanding reputation that has come to be associated with them.

As we face ever-increasing competition for research dollars, patients, and the best faculty, students and trainees, it is essential that we capitalize on our existing brand recognition. Creation of additional logos by individual groups within the School is detrimental to this effort. For this reason, groups are discouraged from developing separate logos.

Instead, Medical Public Affairs can create a special "lockup" for your group that pairs your group's name with the School of Medicine or Physicians logo. These lockups provide business units a distinct identity that is also consistent with the university's established visual brand.

The School of Medicine's logo guidelines are available online at [medicine.wustl.edu/brand/logos](http://medicine.wustl.edu/brand/logos). The School of Medicine's office of Medical Public Affairs is charged with assisting our community in applying these guidelines. Please feel free to contact Medical Public Affairs if you need assistance or have questions.

Every member of the School of Medicine community has a responsibility to maintain our consistent visual identity. I appreciate your cooperation and support in using this effective system as we work together to advance Washington University School of Medicine.

A handwritten signature in black ink that reads "David H. Perlmutter".

**David H. Perlmutter, M.D.**

Executive Vice Chancellor for Medical Affairs and Dean  
Washington University School of Medicine



The official logotypes of Washington University School of Medicine and Washington University Physicians both contain a three-color heraldic shield and a formal word mark in black.

# Official logos

## Education, research or combined communications

Use the School of Medicine logo for research, education (students, housestaff, etc.), or communication with both clinical and nonclinical audiences.



## Clinical communications

Use the Physicians logo if communication is for patients, or focused on only the clinical practice / Faculty Practice Plan (FPP).



The following pages explain formats and file types and show sizing and spacing guidelines.

Official Washington University logo files are provided in a wide variety of formats and file types to meet the needs of professional designers, print vendors, web developers or everyday office use.

# Logo files

## Formats

Logos are available in several formats: 1-line, 2-line centered, 2-line horizontal and digital. Choose the logo shape that best fits your application. It should be large enough to meet the brand guidelines minimum standard and be legible. The logo placement may vary in print, but on a website, each page must show a digital logo at top left.

The file name for each logo provides information about its format, color model, size and file type.

## File types

**EPS files** are vector files and are the preferred format for use in software such as InDesign, Illustrator and Photoshop. Most vendors will ask for this file type when reproducing your logo on printed materials or merchandise. Vector files can be scaled larger or smaller without degrading the appearance.

**PNG files** are bitmapped files created from an arrangement of pixels. Unlike the more commonly known JPEG file, PNG files have a transparent background. Whatever background you place the file on will show through. You may scale bitmap files smaller if necessary, but do not enlarge them. Doing so will make them look fuzzy or pixelated. PNG files are appropriate for applications such as PowerPoint, Word and/or any digital usage. To place a PNG file in PowerPoint or Word, use Insert>Pictures>Picture from File. Branded PowerPoint templates are also available to download at [medicine.wustl.edu/brand/powerpoint-templates](http://medicine.wustl.edu/brand/powerpoint-templates).

## Positive vs. reverse

**Positive** logo files will have the text part of the logo in black and the shield part of the logo in full color or black. Use these on light backgrounds.

**Reverse** logos will have the text part of the logo in white and the shield part of the logo either in white or full color **PLUS** a white rule around the shield. Use these on dark backgrounds. Do not create reverse logos by reversing positive logos. Always use the original logo files created by the university and available for download at [medicine.wustl.edu/brand/logos](http://medicine.wustl.edu/brand/logos).

## Color model

The file name for each logo will also indicate whether it is:

**1-color:** for single-color positive (black) or reverse (white) printing

**CMYK:** for four-color/process color printing, positive or reverse

**PMS:** for spot color/Pantone color printing, positive or reverse

**RGB:** for on-screen display, positive or reverse

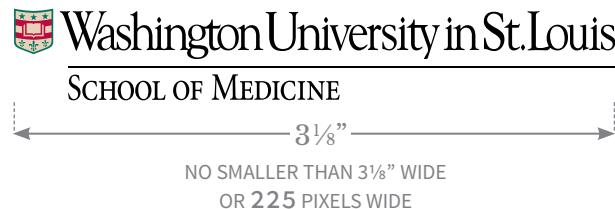
## Minimum size

There is a minimum acceptable size for each logo format, defined as minimum widths. Scaling must be done proportionally (hold down the Shift key while scaling from a corner of the file). If the allocated space does not allow for the logo to be used at least at minimum size, use **Washington University School of Medicine** in text alone. This is most often applicable on promotional products.

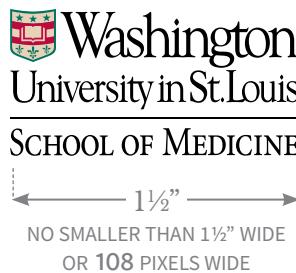
## Positive logo usage

Use positive versions of the logos on white or light backgrounds, or over suitably light areas of a photographic background as long as the logo remains highly legible.

### One-line positive



### Two-line horizontal positive



### Two-line centered positive



## Clear space

All sides of the logo must have a clear space equal to or greater than the height and width of the shield. Do not place any other typography or artwork in this space, including the edge of the paper.



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).

## Minimum size

There is a minimum acceptable size for each logo format, defined as minimum widths. Scaling must be done proportionally (hold down the Shift key while scaling from a corner of the file). If the allocated space does not allow for the logo to be used at least at minimum size, use **Washington University School of Medicine** in text alone. This is most often applicable on promotional products.

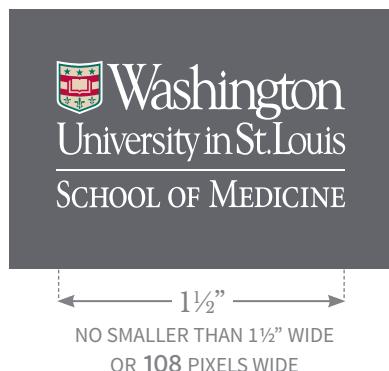
## Reverse logo usage

Dark backgrounds require a reverse version of our logo. The same guidelines apply for use of the reverse logo. Use the dedicated reverse artwork when needed. **Do not** create reverse logos from the positive versions.

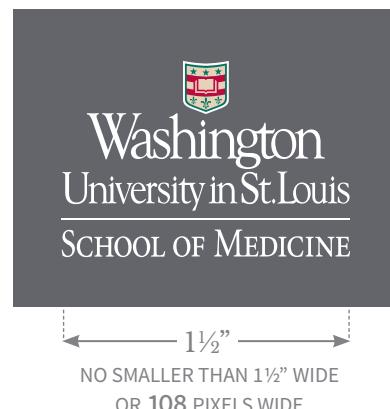
### One-line reverse



### Two-line horizontal reverse



### Two-line centered reverse



## Clear space

All sides of the logo must have a clear space equal to or greater than the height and width of the shield. Do not place any other typography or artwork in this space, including the edge of the paper.



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).



## Minimum size

There is a minimum acceptable size for each logo format, defined as minimum widths. Scaling must be done proportionally (hold down the Shift key while scaling from a corner of the file). If the allocated space does not allow for the logo to be used at least at minimum size, use **Washington University Physicians** in text alone. This is most often applicable on promotional products.

# Physicians positive logo usage

Use positive versions of the logos on white or light backgrounds, or over suitably light areas of a photographic background as long as the logo remains highly legible.

### One-line positive



NO SMALLER THAN 3 1/8" WIDE  
OR 225 PIXELS WIDE

### Two-line horizontal positive



NO SMALLER THAN 1 1/2" WIDE  
OR 108 PIXELS WIDE

### Two-line centered positive



NO SMALLER THAN 1 1/2" WIDE  
OR 108 PIXELS WIDE

## Clear space

All sides of the logo must have a clear space equal to or greater than the height and width of the shield. Do not place any other typography or artwork in this space, including the edge of the paper.



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).



## Minimum size

There is a minimum acceptable size for each logo format, defined as minimum widths. Scaling must be done proportionally (hold down the Shift key while scaling from a corner of the file). If the allocated space does not allow for the logo to be used at least at minimum size, use **Washington University Physicians** in text alone. This is most often applicable on promotional products.

## Clear space

All sides of the logo must have a clear space equal to or greater than the height and width of the shield. Do not place any other typography or artwork in this space, including the edge of the paper.

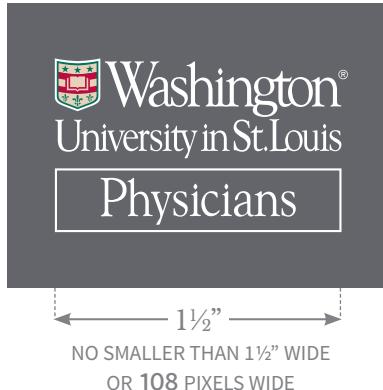
# Physicians reverse logo usage

Dark backgrounds require a reverse version of our logo. The same guidelines apply for use of the reverse logo. Use the dedicated reverse artwork when needed. **Do not** create reverse logos from the positive versions.

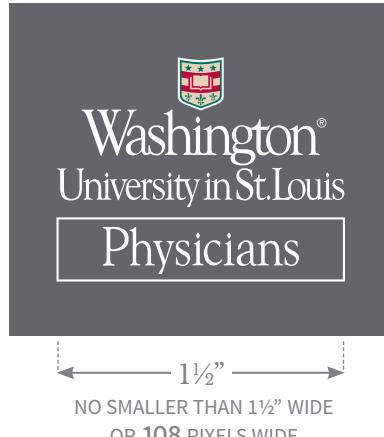
### One-line reverse



### Two-line horizontal reverse



### Two-line centered reverse



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).



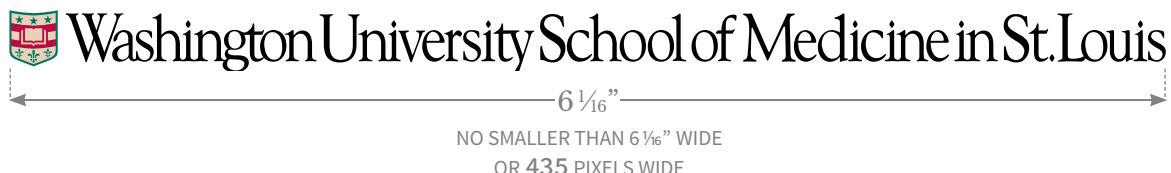
# Digital logos

Digital usage on web, video and slideshow presentations

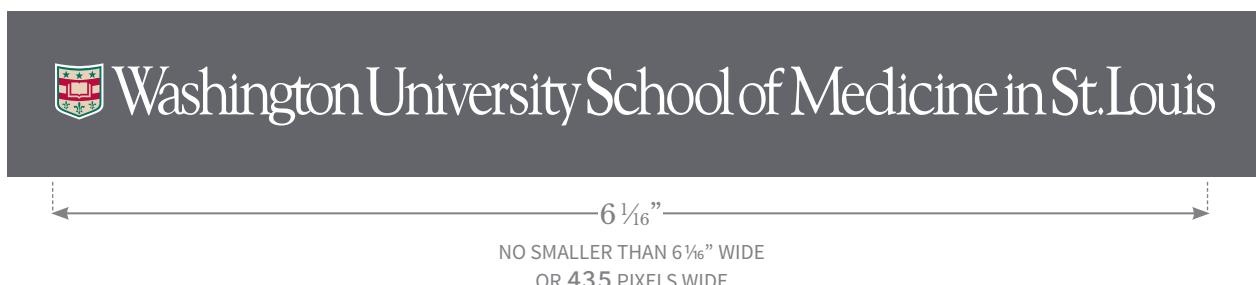
## Minimum size

There is a minimum acceptable size for each logo format, defined as minimum widths. Scaling must be done proportionally (hold down the Shift key while scaling from a corner of the file). If the allocated space does not allow for the logo to be used at least at minimum size, use **Washington University School of Medicine** or **Washington University Physicians** in text alone.

### Positive



### Reverse



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).

# Digital logos

Digital usage on web, video and slideshow presentations

## Clear space

All sides of the logo must have a clear space equal to or greater than the height and width of the shield. Do not place any other typography or artwork in this space, including the edge of a browser window. This clear space may necessarily be reduced when placing the logo on a website, but take care to separate the logo from other page contents, such as in a header bar. On a website, each page must show a digital logo at top left.

### Optimal clear space

The height and width of the shield is the default amount of space to use when creating a new digital design.



### Acceptable clear space: 20 pixels

This is acceptable to use on digital applications only when space is limited.



Download the visual brand guidelines and logos: [medicine.wustl.edu/logos](http://medicine.wustl.edu/logos).

Medical Public Affairs can create a logo lockup that pairs the official school logo along with the unit name. You may use your logo lockups on any communications materials, except letterhead, business cards and websites.

# Logo lockups



Medical Public Affairs



Physical Therapy



Anesthesiology



Orthopedics

The words “Department of,” “Division of,” “Office of” and “Program in” are omitted from the lockups to make them easier to read and because those terms are generally not meaningful to external audiences.

**The size and spacing requirements are the same as when using the logo on its own.**



Medical Public Affairs

1½" NO SMALLER THAN 1½" WIDE  
OR 108 PIXELS WIDE

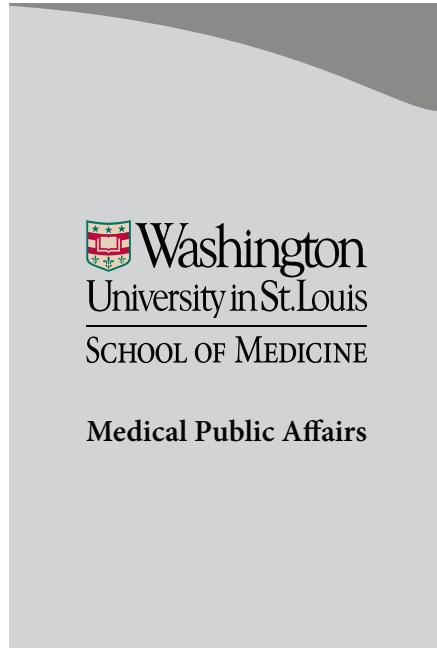


Please complete the assistance request form to request a lockup.  
[medicine.wustl.edu/brand/assistance-request-form](http://medicine.wustl.edu/brand/assistance-request-form).

Logo usage on promotional items should follow the brand's size and spacing requirements. If the allocated space does not allow for the logo to be used at least at minimum size, use Washington University School of Medicine in text alone. If the product is for a specific unit of the school, the text may read either Washington University <Unit Name> or Washington University School of Medicine <Unit Name>.

# Promotional items

## Examples



phone wallet



sticky notepad

Use an official logo for applications in which the imprint area can accommodate the minimum size and spacing for the School of Medicine or Physicians logo. The unit name may appear if proper space allows. The unit name text must be spaced apart from the logo at the minimum clear space equal to the height of the shield. Use a university font for the unit name text.



pen

For applications in which the imprint area is too small to meet the WUSM logo minimum, use this type-only treatment, which must include "Washington University" or "Washington University School of Medicine" before the unit name. Set it in a university font.

The university's outline shield artwork may be used decoratively. See page 24 for details.

# Promotional items



## Embroidery

Order embroidered items from one of the university licensed suppliers listed under WashU Employee Clothing or Casual & Sport Apparel here:

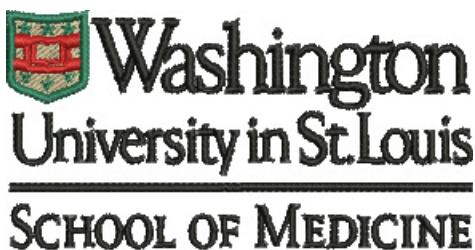
[publicaffairs.wustl.edu/trademark-licensing/licensed-suppliers](http://publicaffairs.wustl.edu/trademark-licensing/licensed-suppliers).

Please note that physicians' white lab coats **must** be ordered through Lipic's Engagement.

### Lipic's Engagement

Andy Bollwerk  
314-775-2505  
abollwerk@lipic.com  
lipic.com

## Specifications



**Logo #E00099625**  
*Washington University in St. Louis School of Medicine*

Stitch Count: 7023  
Dimensions: H: 1.56" W: 3.03"

### Madeira Classic 40 Thread Colors

- █ Red 1039
- █ Tan 1084
- █ Green 1103
- █ Emerald Black 1000

### Madeira PolyNeon 40 Thread Colors

- █ Red 1839
- █ Tan 1884
- █ Green 1703
- █ Black 1800



Washington University logos, including logo “lockups” or co-brands, must always be reproduced from approved artwork and can never be altered. No other logo may be created to represent any unit within the school.

## Co-branded logos

The School of Medicine has official branding arrangements with its teaching hospitals — Barnes-Jewish Hospital and St. Louis Children’s Hospital — to communicate its joint clinical efforts with these partners.

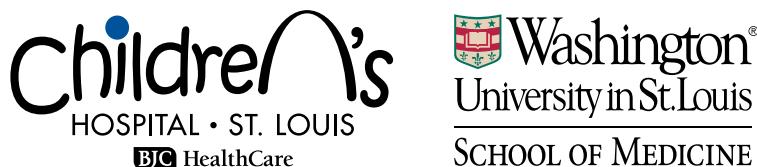
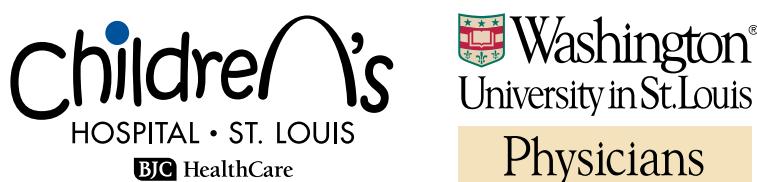
These agreements establish a shared visual identity, often referred to as a co-brand, for Washington University and these two clinical partners. Co-branding on clinical communications helps advance the interests of all partners in the clinical enterprise.

Activities or communications pertaining to joint clinical activities with one or more of these affiliated hospitals should use an approved co-branded logo.

NOTE: All communications that use any co-branded mark should be reviewed by Medical Public Affairs and the Faculty Practice Plan’s Office of Marketing Communications.



Examples of the full co-brand logo of Barnes-Jewish Hospital and St. Louis Children’s Hospital with Washington University Physicians and Washington University School of Medicine. Use only approved artwork; do not re-create. A tri-brand logo is also available.



Please complete the assistance request form to request usage of a co-brand logo.  
[medicine.wustl.edu/brand/assistance-request-form](http://medicine.wustl.edu/brand/assistance-request-form).



# Letterhead and business cards



Washington University in St. Louis  
SCHOOL OF MEDICINE

**Jane Doe**

Director of Title Here  
Office, Department,  
Center Name, etc.

Campus Box 1234  
660 S. Euclid Ave.  
Suite 5678  
St. Louis, MO 63110-2212  
(314) 286-0100  
*Fax:* (314) 286-0100  
jdoe@wustl.edu

School of Medicine business card

Washington University School of Medicine at Washington University Medical Campus, Campus Box 1234,  
660 S. Euclid Ave., St. Louis, Missouri, 63110, (314) 286-0101, *Fax:* (314) 286-0100, medicine.wustl.edu

School of Medicine letterhead



# Letterhead and business cards



Washington University School of Medicine in St. Louis

Department or Office Name

Individual's Name (if needed)

*Individual's Title*



Washington University Physicians®

Washington University School of Medicine in St. Louis

**Jane Doe, MD**

Title Here  
Office, Department,  
Center Name, etc.

Campus Box 1234  
660 S. Euclid Ave.  
Suite 5678  
St. Louis, MO 63110-2212  
(314) 286-0100  
*Fax:* (314) 286-0100  
jdoe@wustl.edu

**Physicians business card**

Washington University School of Medicine at Washington University Medical Campus, Campus Box 1234,  
660 S. Euclid Ave., St. Louis, Missouri, 63110, (314) 286-0101, *Fax:* (314) 286-0100, [wuphysicians.wustl.edu](http://wuphysicians.wustl.edu)

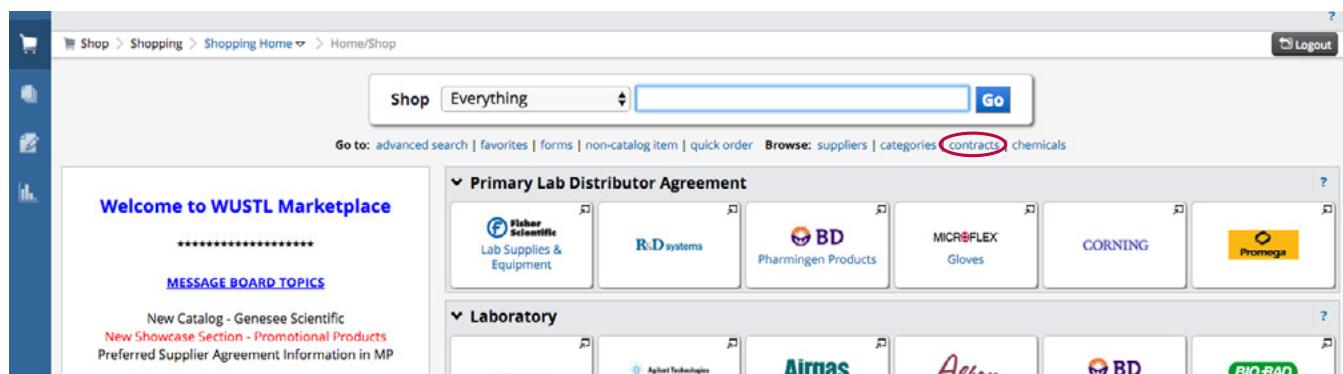
**Physicians letterhead**

All university business should be conducted using the official business cards and letterhead. Only use approved files; do not re-create.

# Letterhead and business cards

The university uses select vendors who are licensed and approved to print official university letterhead, business cards, envelopes and notecards. Please order these items from one of these vendors through the university marketplace at [marketplace.wustl.edu](http://marketplace.wustl.edu).

Pricing info is available at the resource management Marketplace [resourcemanagement.wustl.edu/purchasing-services/suppliers](http://resourcemanagement.wustl.edu/purchasing-services/suppliers). Follow the instructions on the page to log in and then **search** for “business cards” under the **Contracts** search.



Welcome to WUSTL Marketplace

\*\*\*\*\*

MESSAGE BOARD TOPICS

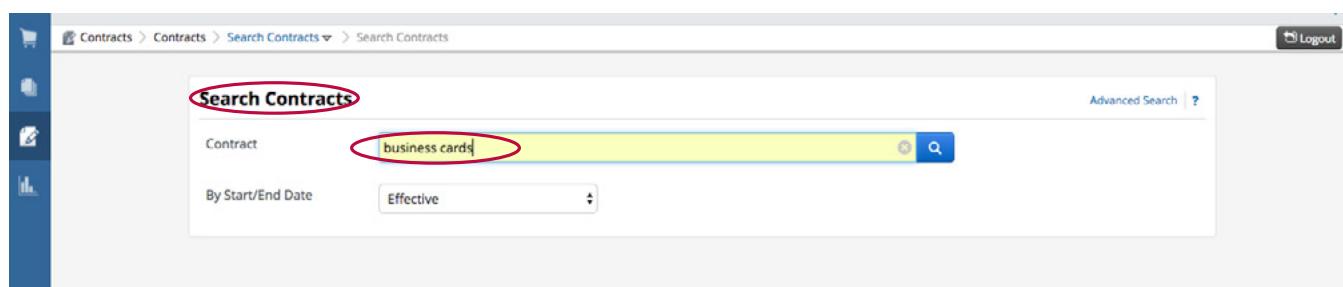
New Catalog - Genesee Scientific  
New Showcase Section - Promotional Products  
Preferred Supplier Agreement Information in MP

Primary Lab Distributor Agreement

Fisher Scientific Lab Supplies & Equipment R&D systems BD Pharmingen Products MICRofLEX Gloves CORNING Promega

Laboratory

abcam Agilent Technologies Airgas Alaris BD BIO-RAD



Contracts > Contracts > Search Contracts > Search Contracts

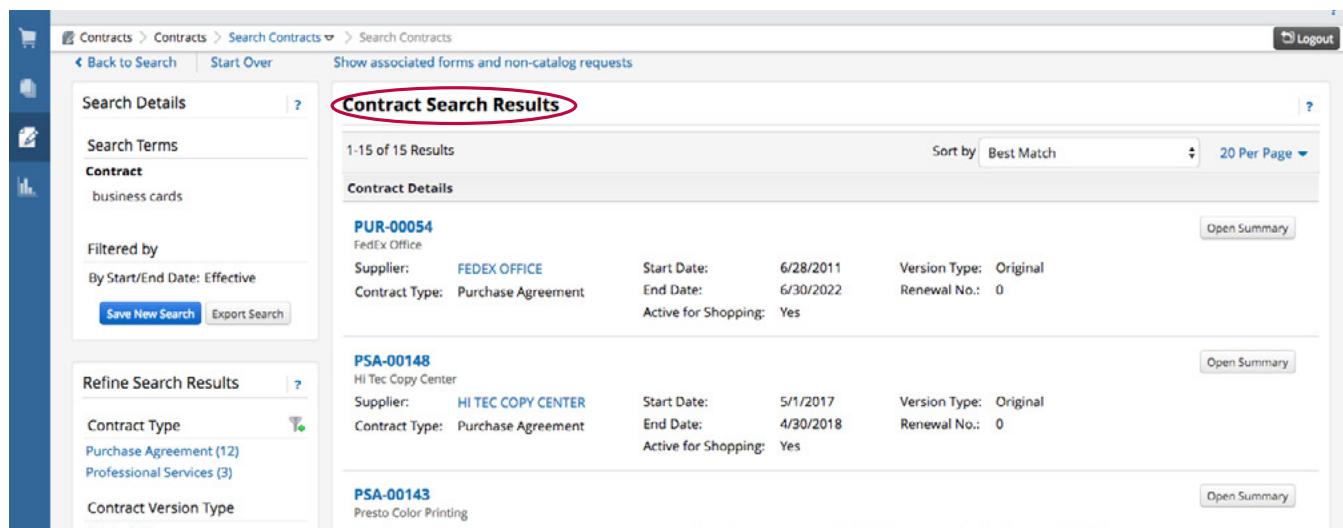
Logout

Search Contracts

Contract business cards

By Start/End Date Effective

Advanced Search ?



Contracts > Contracts > Search Contracts > Search Contracts

Logout

Back to Search Start Over Show associated forms and non-catalog requests

Search Details

Search Terms Contract business cards

Filtered by By Start/End Date: Effective

Save New Search Export Search

Refine Search Results

Contract Type Purchase Agreement (12) Professional Services (3)

Contract Version Type Original (9)

Contract Search Results

1-15 of 15 Results Sort by Best Match 20 Per Page ▾

**PUR-00054** FedEx Office

Supplier: FEDEX OFFICE Start Date: 6/28/2011 Version Type: Original  
Contract Type: Purchase Agreement End Date: 6/30/2022 Renewal No.: 0  
Active for Shopping: Yes

**PSA-00148** Hi Tec Copy Center

Supplier: HI TEC COPY CENTER Start Date: 5/1/2017 Version Type: Original  
Contract Type: Purchase Agreement End Date: 4/30/2018 Renewal No.: 0  
Active for Shopping: Yes

**PSA-00143** Presto Color Printing

Supplier: PRESTO COLOR PRINTING LLC Start Date: 6/1/2017 Version Type: Original

# Email signatures

Use a standard email signature in all emails that includes at least basic contact information as a best practice. This ensures accurate and timely followup when needed.

Do not include any images, including the the School of Medicine and Physicians logos, which get scaled down below their appropriate minimum sizes and do not meet the usage guidelines. Images don't often scale appropriately when read on a mobile device or when they are sent back and forth on replies. They also add unnecessarily to the file size of emails.

Email can be configured to use select signatures for a new email versus a reply or forward, so below are recommendations for each scenario.

## Initial email

### **Firstname Lastname**

Title

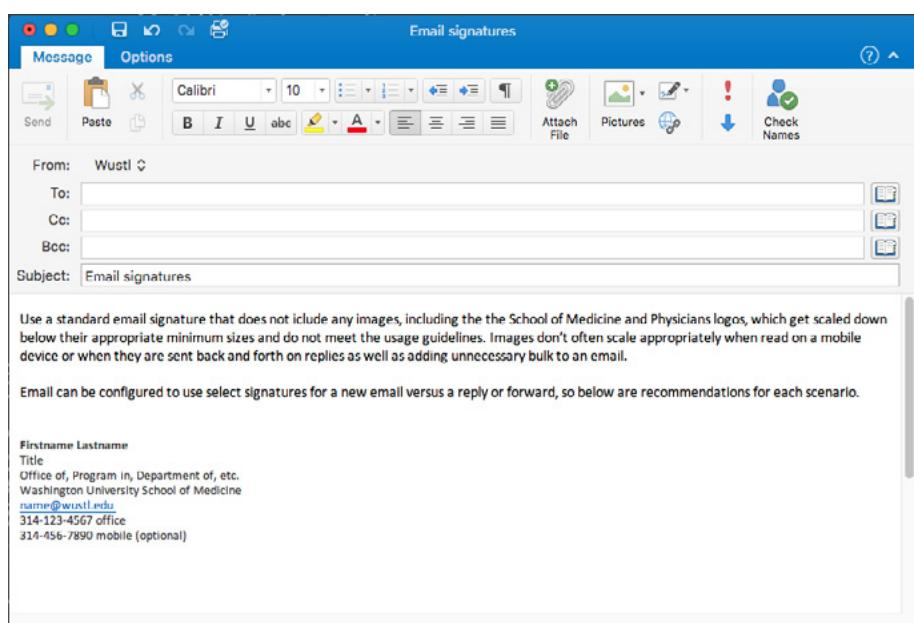
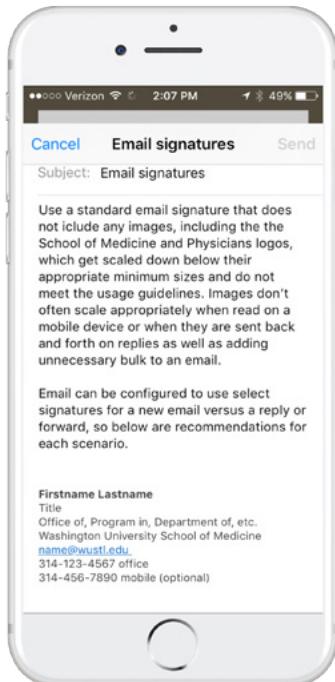
Office of, Program in, Department of, etc.  
Washington University School of Medicine  
Campus Box 1234, 660 S. Euclid Ave. OR  
5678 Street Name Ave., Suite 9876  
St. Louis, MO 63110  
name@wustl.edu  
314-123-4567 office  
314-456-7890 mobile

## Replies and forwards

### **Firstname Lastname**

name@wustl.edu  
314-123-4567 office  
314-456-7890 mobile

*Address and mobile phone information are optional.*



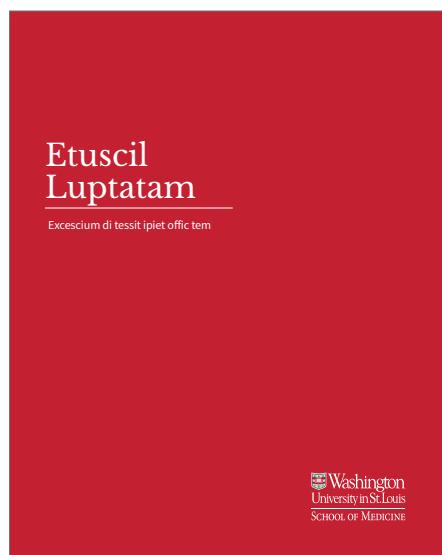
# Shields explained



Use the School of Medicine logo on the front and/or back of a printed piece. For a two-sided piece, you may use the outline shield on the front and the school logo on the back.

## Logo shield

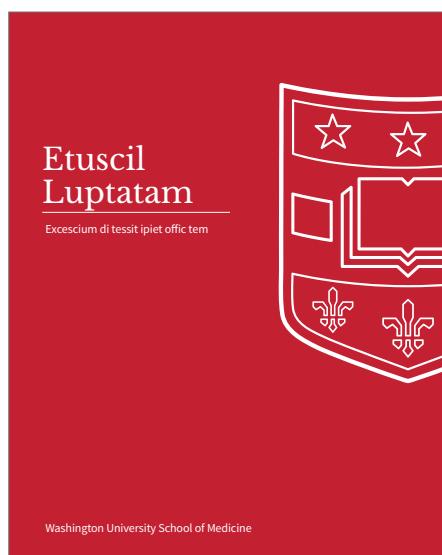
The shield artwork that is part of the full logo may not be used separated from the full logo, nor may any of the logotype elements be separated or manipulated in any way.



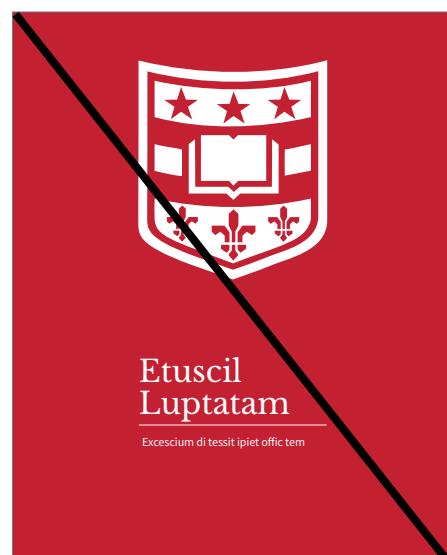
Standard application of the logo to the front cover.



With no logo, outline shield or other identification, this example is too generic.



This correctly uses the outline shield artwork.



Do not confuse the one-color version of the university logo shield for the outline shield.

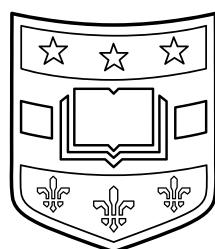
A variation of the logo shield, called the outline shield, may be used separately.

#### Solid outline shield



Used when smaller than 1 inch

#### Open outline shield



Used when larger than 1 inch

# Shields explained

## Outline shield

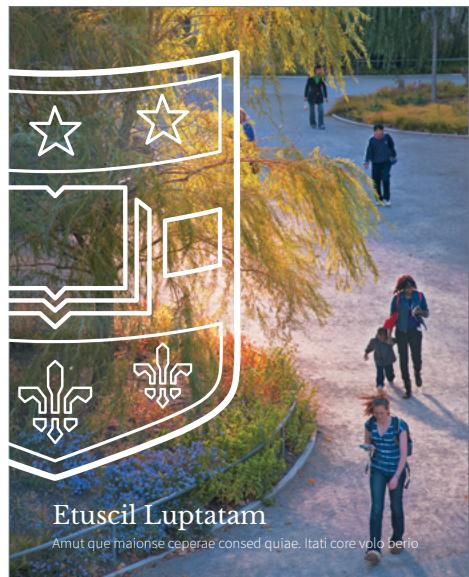
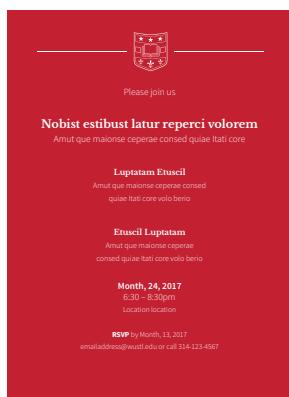
A variation of the logo shield is available for use as a stand-alone element, separate from the logo.

- It can be used as an accent graphic to add visual impact to a layout and provide an additional element of Washington University identity to compositions.
- It can be used in large or small sizes, cropped at the edge of a composition or as a stand-alone flourish.
- It can be produced in any single brand color or reversed from a photograph.

The outline shield always appears as a single color. Do not attempt to fill in areas with color or create multi-color variations.

Do not pair the full outline shield with the name of a university entity; such a pairing approximates a new logo.

To maintain the integrity of the outline shield design at all sizes, it is available in two variations: large (open) and small (solid). They differ in the treatment of the small stars and fleurs-de-lis. Choose the solid version when you need to use it at smaller than 1 inch or in any situation that renders the outlines of these details difficult to reproduce.



# Logo don'ts

The logo may not be altered in any way.



~~Washington  
University in St. Louis~~

**Do not use the shield or typography separately.**



~~Washington University in St. Louis~~

**Do not add elements to the logo.**



~~Washington U~~

**Do not crop the logo.**



~~Washington University  
in St. Louis~~

**Do not reposition the shield  
or typography.**



~~Washington University in St. Louis~~

**Do not change the logo proportions.**



~~Washington  
University in St. Louis~~

**Do not add drop shadows or  
any other effects.**



~~WASHINGTON  
UNIVERSITY IN ST. LOUIS~~

**Do not substitute a different font.**



~~Washington  
University in St. Louis~~

**Do not produce the logo in  
alternate colors.**

## PowerPoint Presentations, Videos, Motion Graphics and Other Digital Media

Please do not animate the official logo – no flying, flipping, zooming, breaking apart or building. In video or multimedia applications, the logo should simply dissolve on or off a screen as a complete unit.

In order to simplify and clarify the Washington University visual identity, red, gray and white have been selected as the primary color palette to use for communication design.

Use these color formulas, and choose the appropriate formula for your project. These color values have been carefully selected to match as close as possible across a range of media.

Use the RGB or Hex values for the web or other electronic media. For print, use the CMYK or spot color, depending on the print specifications for your final output. Do not use “automatic” formula conversions such as converting spot color to process within a graphics program or converting a print formula to a web formula. These will not produce accurate color matches.

The Washington University green heritage color is no longer a recommended brand identifier at the School of Medicine. It appears in the full-color logo only.

# Colors

## Signature red



**PMS** 200

**CMYK** 0, 100, 59, 24

**RGB** 165, 20, 23

**HEX** #A51417

Note that the previous legacy red formula is being transitioned out and all new material should use this signature red formula.

## Grays



**PMS** Cool Gray 1C

**CMYK** 14, 10, 13, 0

**RGB** 217, 217, 214

**HEX** #D9D9D6



**PMS** Cool Gray 3C

**CMYK** 20, 17, 17, 0

**RGB** 200, 200, 200

**HEX** #C8C8C8



**PMS** Cool Gray 8C

**CMYK** 49, 39, 39, 4

**RGB** 136, 139, 141

**HEX** #888B8D



**PMS** Cool Gray 10C

**CMYK** 62, 53, 47, 19

**RGB** 99, 102, 106

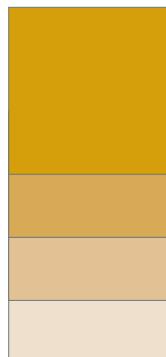
**HEX** #53565A

# Colors

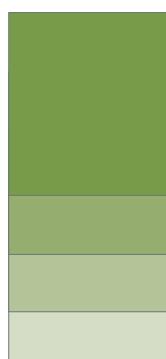
The secondary color palette consists of a complementary set of hues that are chosen to work well together, and with Washington University red, to provide depth and variety to communications.

There are no designated colors for individual departments or areas of the university.

## Accent colors



PMS	7555
CMYK	20, 35, 90, 0
RGB	154, 111, 34
HEX	#9A6F22
75%	
50%	
25%	



PMS	576
CMYK	58, 22, 91, 4
RGB	120, 155, 74
HEX	#789B4A
75%	
50%	
25%	



PMS	7718
CMYK	80, 30, 50, 5
RGB	45, 131, 126
HEX	#2D837E
75%	
50%	
25%	



PMS	7469
CMYK	95, 60, 29, 9
RGB	0, 95, 133
HEX	#005F85
75%	
50%	
25%	

The font plays an important part in our visual identity. Communications are most effective when the content is consistent in both meaning and appearance. When typography appears seamless across print and web media, it helps to underscore a clarity of purpose that elevates the overall impression.

# Fonts

## Serif

Libre Baskerville Roman

*Libre Baskerville Italic*

### **Libre Baskerville Bold**

In cases where it is not possible or practical to use Libre Baskerville, substitute these fonts:

ITC New Baskerville

Minion

Georgia

## Sans serif

Source Sans Pro Regular

*Source Sans Pro Italic*

Source Sans Pro Extra Light

*Source Sans Pro Extra Light Italic*

Source Sans Pro Light

*Source Sans Pro Light Italic*

### **Source Sans Pro Semi Bold**

*Source Sans Pro Semi Bold Italic*

### **Source Sans Pro Bold**

*Source Sans Pro Bold Italic*

### **Source Sans Pro Black**

*Source Sans Pro Black Italic*

In cases where it is not possible or practical to use Source Sans Pro, substitute these fonts:

Open Sans

Myriad

Arial

## Slab serif

Rockwell Regular

*Rockwell Italic*

### **Rockwell Bold**

*Rockwell Bold Italic*

Rockwell is suited to headlines, display and decorative applications. It should not be used for body text.

## Font sources

Libre Baskerville and Source Sans are free fonts that can be downloaded from: [publicaffairs.wustl.edu/assets/fonts](http://publicaffairs.wustl.edu/assets/fonts).

Licensed copies of Minion and Myriad are available through: [www.fonts.com/font/adobe/minion](http://www.fonts.com/font/adobe/minion) and [www.fonts.com/font/adobe/myriad](http://www.fonts.com/font/adobe/myriad).

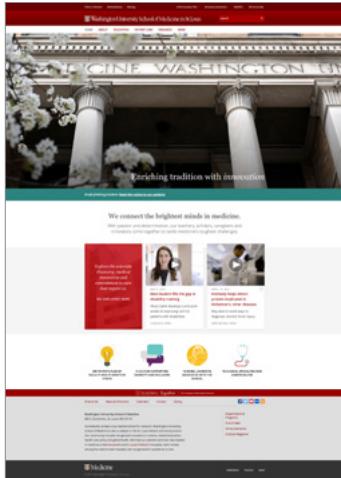
Georgia and Arial are often available as system fonts.

Open Sans is free to download from: [fonts.google.com/specimen/Open+Sans](http://fonts.google.com/specimen/Open+Sans).

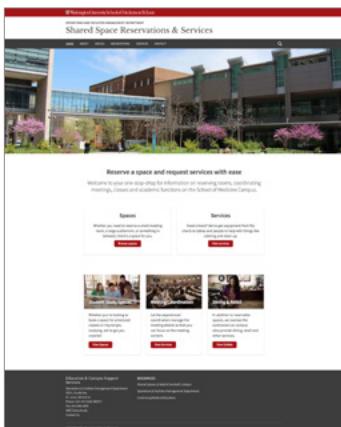
ITC New Baskerville is available through: [www.fonts.com/font/itc/itc-new-baskerville](http://www.fonts.com/font/itc/itc-new-baskerville).

Rockwell is often available in Microsoft Office or licensed through: [www.fonts.com/font/adobe/rockwell](http://www.fonts.com/font/adobe/rockwell).

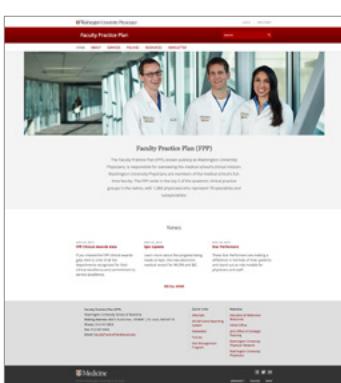
# Websites



The School of Medicine website



The WashU Web Theme



The previous WUSM Web theme is still supported for legacy sites.

## School of Medicine website

The school's digital front door gives a consistent brand impression and serves as the gateway to its departments, programs and initiatives. The appearance of this site, including its custom header and footer, are reserved for this purpose.

## WashU Web Theme

Developed by Public Affairs, the WashU Web Theme is a website platform that campus partners may use to build fully branded websites. The theme is quick to deploy, easy to edit, and supported in a secure hosting environment. Widespread use of the theme establishes a stable and streamlined user experience across sites representing the School of Medicine. Beginning summer 2017 this solution supersedes the previous WUSM Web Theme. Sites built within the previous theme will still be supported.

Note: All websites related to the School of Medicine that are hosted on Washington University's WordPress servers must be programmed by Medical Public Affairs or an approved vendor using the WUSM Web Theme or new WashU Web Theme.

## Features

- Responsive design
- Meets accessibility standards
- Offers options to display most content types: text/images/video, carousels, buttons, cards, billboards, accordions, filterable lists of people or places, calendars, forms
- Support, documentation and training provided by Public Affairs
- Large user community

## Benefits

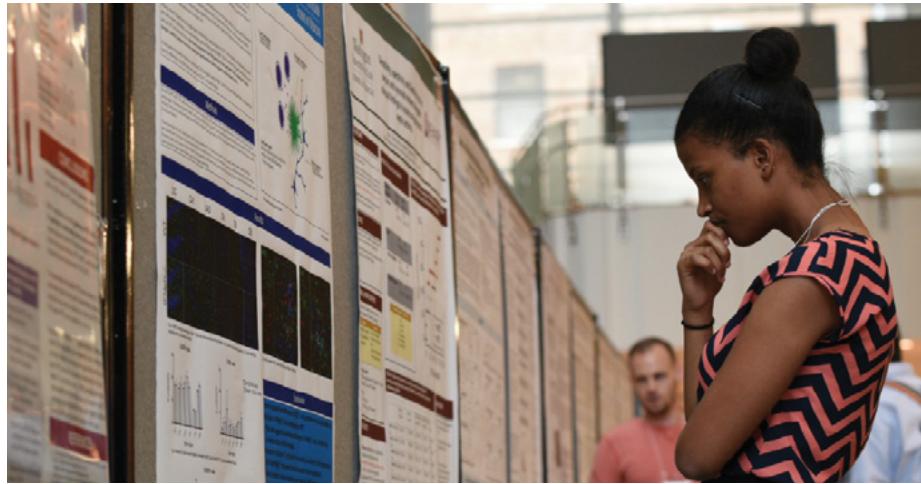
- Standardizes the process for getting a new site
- Provides a consistent user experience as visitors move from site to site
- Follows university branding standards
- Allows campus partners to focus on content
- Saves time and money
- Updates and enhancements rolled out to all sites at once

## Request a theme site

Follow the instructions at [sites.wustl.edu](http://sites.wustl.edu).

# Photography

Photos showing people engaged in the school's mission are among the strongest visual representations of the brand. Tell your group's story through realistic depictions of our community members in action.



## Plan photos that:

- Embody the School of Medicine mission and brand
- Convey a sense of place
- Show people in real settings
- Portray vital activities
- Capture significant moments
- Appear candid, not posed



## Compose photos that:

- Apply natural-looking light
- Show different vantages
- Have a focal point
- Follow the 'rule of thirds'; position the focal point of the image a third of the way from the right or left, top or bottom of the composition.
- Personal Protective Equipment (PPE) must be worn in all lab photos.  
[medicine.wustl.edu/  
brand/ppe-policy-photos-  
video](http://medicine.wustl.edu/brand/ppe-policy-photos-video).



Learn more at  
[medicine.wustl.edu/brand/photos-graphics/planning-your-photoshoot](http://medicine.wustl.edu/brand/photos-graphics/planning-your-photoshoot).

# Design and layout

Effective design integrates form and content. Designs appropriate for representing the School of Medicine brand will have the following attributes.

**Identify with red.** Some use of the brand red makes an appropriate first impression on a website home page or the cover of a printed booklet.

**Use color purposefully.** Start with a single base color (white, gray or red) and add accent colors sparingly. A limited color palette lends dignity, clarity and thoughtfulness.

**Create emphasis.** Structure content so as to build a visual hierarchy. Signal what's most important for the viewer to see. Control the similarities and differences among the various elements. Design choices affecting emphasis include scale (big to small), contrast (dark to light) and color (intense or muted, large areas or lesser accents).

**Choose impactful photos.** Select photos that add value to your message. If you communicated using only the photos, which ones would they be? Strive to portray the vital diversity of this community.

**Use fewer, better, larger images.** A photo's impact is diminished when it competes with other images in the same layout. A distracting patchwork results when tiny photos are crowded together. Select a single dramatic shot as your focus whenever possible. Let it serve as a window on our world.

**Visual rhythms unify and add interest.** Minding the similarity, quantity, pattern and placement of multiple design elements creates visual rhythms that form pleasing continuities. Examples: three gray rectangles aligned horizontally form a unit, or a series of illustrations containing circular elements appear unified as a set. By comparison, too many disparate elements sound discord instead of harmony.

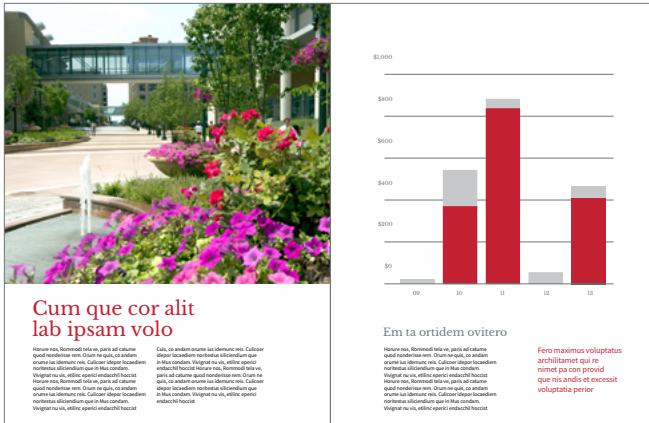
**Text readability is paramount.** Our task is to convey — not obscure — vital information. Small white text on a dark background may be legible, with effort, but it does not appear reader-friendly. Ensure that type size and color contrast foster readability and accessibility of text.

**Evaluate the meta messages.** As you develop a design, consider the messages your design choices convey. Personal preferences don't come into play here. The key criterion is what the design says about the School of Medicine. A strong design will convey implicitly that Washington University School of Medicine is a place where people matter and serious work is done. A strong design will be consistent with the school's and university's values of innovation, supportiveness and inclusiveness. Ask yourself if those virtues are evident in the design.

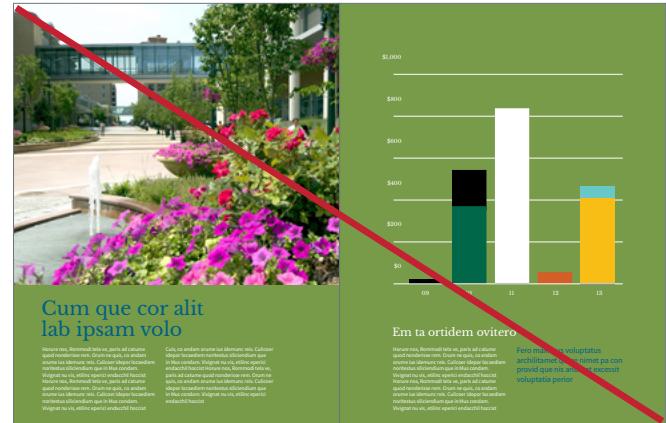


# Design and layout dos and don'ts

These simulated layouts show what to do – and what to avoid.



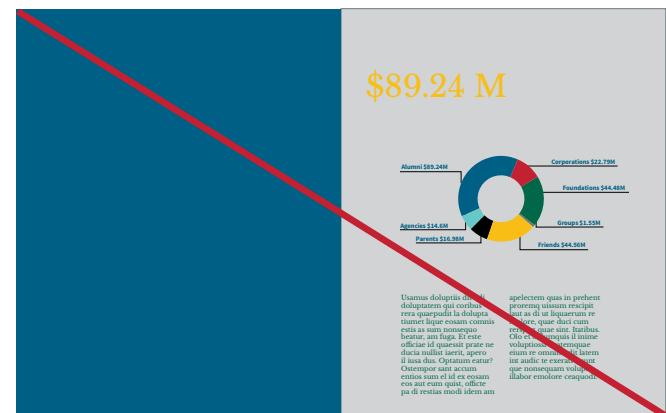
Use a single strong image, and keep the overall color palette simple and clean.



**Avoid using a full spread of an accent color and too many colors together.**



**Spots of brand red signal where to look and what really matters.**



When too many colors vye for attention, nothing stands out.



A dynamic composition: Use a balance of large and small photos, text and white space.



**Too many small photos creates a patchwork and has no focal point.**

# Design and layout dos and don'ts



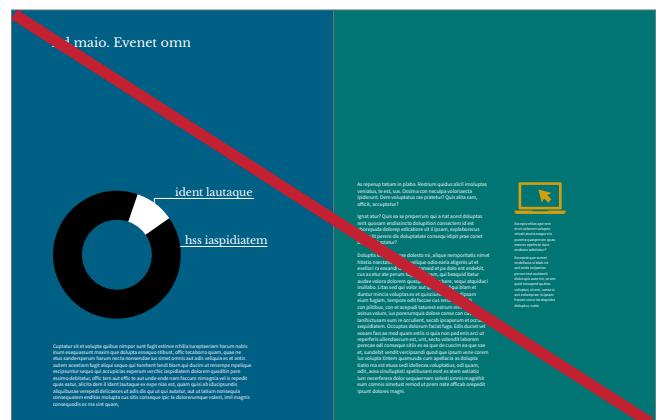
This layout appropriately conveys the seriousness and professionalism of the photo's subject and story topic.



The colors and shapes overwhelm and misrepresent the message.



Color structures content. White space provides balance.



When contrast is low, everything blends together.



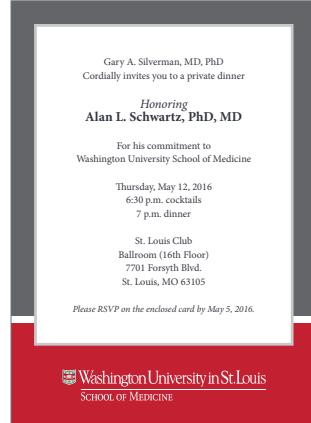
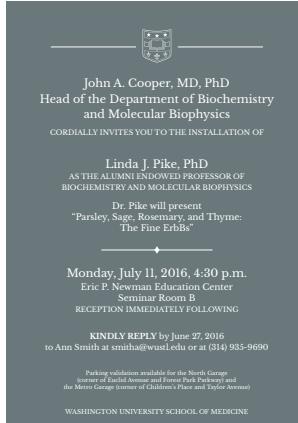
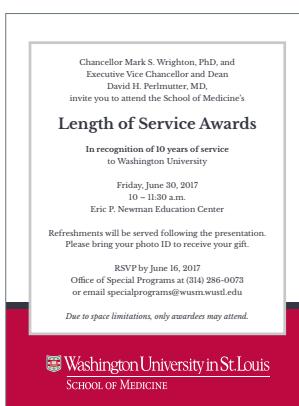
Similar shapes unify the design by creating rhythm.



Too many different shapes fail to relate to each other.

# Examples

The following examples show actual products.



## Invitations





# Examples



 Washington  
University in St. Louis  
SCHOOL OF MEDICINE

# The Study of Medicine

Preparing the next generation of leaders in biomedicine



## Outstanding Clinical Training

**Outstanding Clinical Training**  
Learning from exceptional clinicians to deliver the best care

Washington University's extensive clinical facilities, large patient population and superb clinical teachers provide an environment for exceptional clinical training. Our students have early access to hands-on patient care, working in small groups with master clinicians, residents and fellows. In the process, they learn how the areas of medical science interrelate and how leading-edge technologies can be used.

In addition to early patient exposure, our students benefit from a flexible curriculum that allows them to customize their medical school experience. Students are taught by an accessible, supportive faculty that is among the most prestigious in the country. Our faculty often perform dual roles as basic scientists and clinicians, bringing the most current knowledge and methods of inquiry from the laboratory to the bedside and connecting translational research.

Clinical training emphasizes both the science of medicine and the art of effective communication with patients. Under the watchful eyes of seasoned clinicians, medical students begin learning to take histories and to examine patients soon after starting medical school. A fourth year of electives allows students to customize their preparation for the years of professional



**ABCs:** The Washington Manual of Medical Therapeutics is edited by chief residents. TOP: Medical students discuss a patient with Tammy Sorn, MD, assistant professor of medicine.



Mark Manary, MD, professor of pediatrics, developed a ready-to-use, peanut-butter-based therapeutic food that is now the World Health Organization's standard for treatment of malnutrition worldwide. WUSTL students help Manary enroll thousands in his Project Peanut Butter each year.

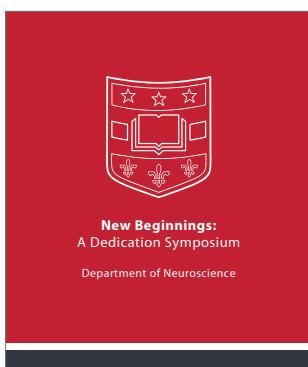
Viewbook



 Washington University in St. Louis  
SCHOOL OF MEDICINE

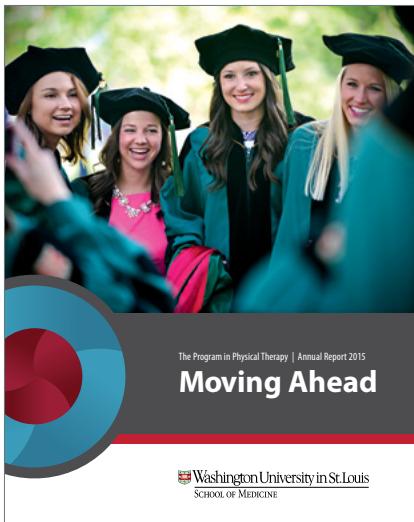


## Viewbook



Program

# Examples



Annual report

 Washington University School of Medicine in St. Louis

Ocular Hypertension Treatment Study (OHTS)

HOME ABOUT CLINICS INVESTIGATORS STUDY INFO RISK CALCULATOR NEWS

Search

Advancing knowledge of ocular hypertension

More than 1,600 have participated in our long-running study, which has changed the way we diagnose and care for people worldwide who have elevated eye pressure.

[LEARN MORE ABOUT OUR STUDY](#)

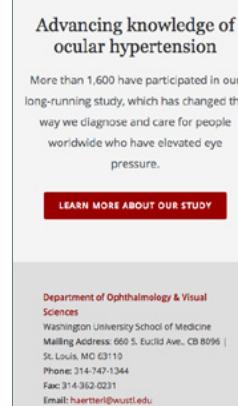
**Department of Ophthalmology & Visual Sciences**  
Washington University School of Medicine  
Mailing Address: 660 S. Euclid Ave., CB 8096 | St. Louis, MO 63110  
Phone: 314-362-1344  
Fax: 314-362-0231  
Email: haertter@wustl.edu

 Medicine

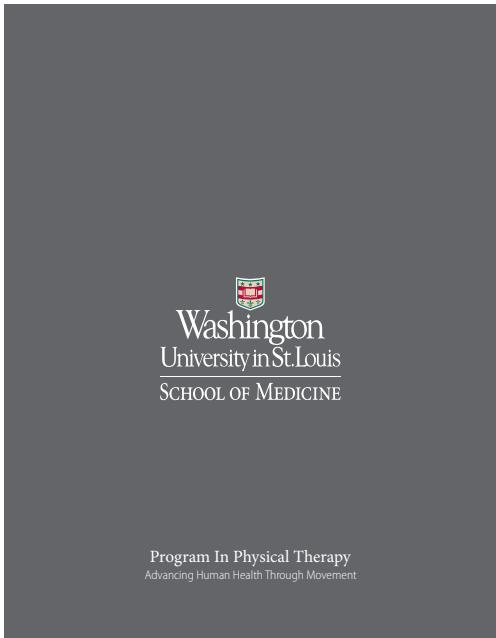
© 2017 Washington University in St. Louis

EMERGENCY POLICIES NEWS

WUSM Web Theme



Mobile view



Folder

**34th Mildred Trotter Lecture**

**The Best of Times, the Worst of Times: Life in Biomedical Science**

**KEYNOTE SPEAKER**  
**Shirley Tilghman, PhD**  
President Emerita  
Professor of Molecular Biology  
Princeton University

**Friday, October 7, 2016**  
4 – 5 pm  
Followed by a wine and cheese reception, 5 – 6 pm

Farrell Learning and Teaching Center  
Connor Auditorium  
520 S. Euclid Ave. • St. Louis, MO 63110  
Reception in the FLTC Atrium

Registration is not required  
Dept website: neurosci.wustl.edu  
For more information, contact Debbie Pfeiffer, dpfeiffer@wustl.edu, 314.362.3033

 Washington University in St. Louis

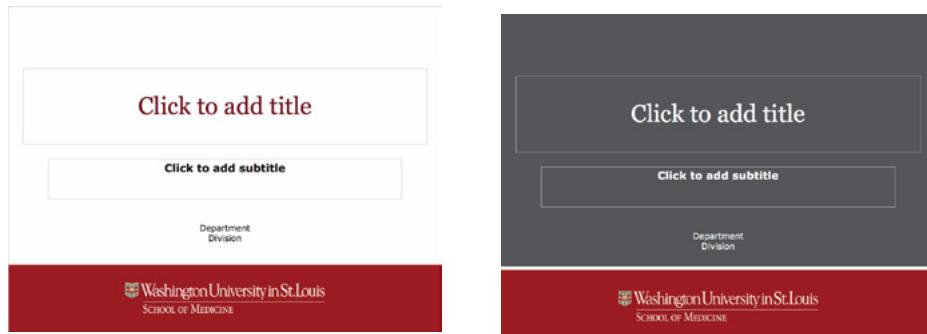
SCHOOL OF MEDICINE

Poster

# Templates



Scientific poster template



Presentation templates

Available to download at [medicine.wustl.edu/brand](http://medicine.wustl.edu/brand).

# Resources

Additional resources are available at

**[medicine.wustl.edu/brand](http://medicine.wustl.edu/brand)**

## **School of Medicine and Physicians Logos**

- downloadable files

## **Websites**

- WashU Web Theme, a custom WordPress theme for university sites
- Policies
- Protocols/processes, including requests for subdomains
- Digital branding guidelines

**Video branding guidelines and bumper templates**

**Social media guidelines**

**Presentation templates (PPT)**

**Naming conventions standards**

**General communications policies**

**Assistance request form**

**[medicine.wustl.edu/brand/assistance-request-form](http://medicine.wustl.edu/brand/assistance-request-form)**

## **Contact information**

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