

# Schulich School of Medicine & Dentistry Brand Standards Quick Reference Guide

## Official School Logos

As part of the Schulich Medicine & Dentistry’s strategic plan, all of our communications materials will be branded to better align ourselves with Western University. As a named school within Western, all of our materials are now to be co-branded with the Schulich Medicine & Dentistry ‘S’ and the Western Crest. Our two logos help to differentiate our School from other medical and dental schools. The logos should never be manipulated or redrawn in any way and should only be reproduced in approved sizes or colours. Resizing of the logos is allowed, provided they are sized proportionately and are made no smaller than outlined on the next page.

### Unusable Logos

The logos shown below can no longer be used in any form, on any items. If you have anything bearing these logos, please work with the communications department to have the items re-branded appropriately.



### Logo Placement

Whenever possible, prominence should be given to the Schulich Medicine & Dentistry ‘S’ logo. In all cases, the Schulich Medicine & Dentistry ‘S’ logo should be placed on the left hand side, while the Western Crest features on the right hand side. The positive (purple) versions of both logos are most effective when used on a white background, and should never be reproduced on any other colour. The reverse (white) version is most effective on a purple background, but can also be used on other background colours in rare circumstances. There is also an all black version of both logos, which can also be used on different coloured backgrounds, but should be used in rare circumstances only. Please contact the Communications Team via the information on the back of this guide if either of these two situations arise.

### White Space Rule

The Schulich Medicine & Dentistry ‘S’ logo should always have at least a half inch (0.5”) of white space all the way around. The Western Crest logo should have white space that matches the width of the ‘W’ on all sides.

### Schulich Medicine & Dentistry – Windsor Program Logo

The Schulich Medicine & Dentistry - Windsor Program uses a specific logo, which must be used in conjunction with the Western Crest and the University of Windsor logo at all times.



### Robarts Research Institute

When branding items for the Robarts Research Institute, the logos must be placed in the following order, whenever possible. The top of the ‘t’ in the Robarts logo should align with the top of the Western Crest and the top of the ‘l’ in the word ‘Schulich’. The bottom of the word ‘Research’ should align with the bottom of the words ‘Medicine & Dentistry’, and ‘Western’.



## Minimum Sizes

The Schulich Medicine & Dentistry 'S' vertical logo should not appear smaller than 3/4" in height. The Schulich Medicine and Dentistry 'S' horizontal logo should not appear smaller than 3/8" in height. The horizontal Western Crest should appear no smaller than 1.4" , and the vertical Western Crest should appear no smaller than 0.52" wide.



## Official Fonts and Colours

### Font Families

The official font for Western and Schulich Medicine & Dentistry is BentonSans. If BentonSans is not available, Arial is an acceptable substitute font. No other fonts or font families may be used.

### Colours

Western and Schulich Medicine & Dentistry use two official colours, the Western Purple, and Cool Grey. The colour values for each can be found in the chart at right.

Western Purple	Cool Grey
C-M-Y-K: 82-100-0-12	C-M-Y-K: 0-2-0-60
PMS 268	PMS 10 U
R-G-B: 79-38-131	R-G-B: 128-127-131

## Hospital Partners

The Schulich School of Medicine & Dentistry has a unique partnership with London-area hospitals. On certain occasions, there will be the need for a co-branded piece featuring logs for both the School and the University, along with the logos for London Health Sciences Centre and St. Joseph's Health Care London. To remain consistent with other Schulich Medicine & Dentistry pieces, the following logo layout is encouraged.



The above layout still features the Schulich Medicine & Dentistry logo on the left and the Western Crest logo on the right, following the Schulich Medicine & Dentistry logo standards. Both hospital logos follow in alphabetical order. When branding anything with the hospital logos, it should be shown to the communications team at Schulich Medicine & Dentistry, and depending on the logos used, the communications teams at London Health Sciences Centre and St. Joseph's Health Care London.

## Official Name

### Schulich School of Medicine & Dentistry

The official corporate, full name of our organization is “Schulich School of Medicine & Dentistry.” Upon first reference in any document, the full name should be used. An acceptable short-form, on second reference is “Schulich Medicine & Dentistry.” Use of the “School” may also be used upon second reference, where the word “School” is capitalized.

It is acceptable to use “Schulich Medicine” or “Schulich Dentistry” as short-forms verbally or in text when referring to the MD or DDS programs, but it is not appropriate to identify a separate “Schulich School of Medicine” or “School of Dentistry.” The Faculty of Medicine & Dentistry and the short-form of ‘SSMD’ can no longer be used either in formal or informal communications.

### Western University

During the re-branding process, the University as a whole went through a name change. The full name, “Western University” should be used upon first reference. An acceptable short form, on second reference is “Western.” The use of “University” can also be used upon second reference, where the word “University” is capitalized. If you are creating items that can or will become copyrighted and/or legal documents, the full, legal name of the University, “The University of Western Ontario” should be used.

### Schulich Medicine & Dentistry – Windsor Program Name

Upon first reference, the full name of the School, and the program, Schulich School of Medicine & Dentistry – Windsor Program, must be used. Upon second reference, Schulich Medicine & Dentistry – Windsor Program, or simply, Windsor Program can be used. Please note, the symbol between the name ‘Schulich Medicine & Dentistry’ and Windsor Program must be a hyphen, and not any other symbol.

### Robarts Research Institute

In writing, upon first reference the full name ‘Robarts Research Institute’ must be used. In subsequent references, the use of ‘Robarts’ is an acceptable short form. It must never be referred to as ‘the Robarts’. Because Robarts is an important part of Schulich Medicine & Dentistry, the presentation of the two organizations together is important and should be written as follows, Robarts Research Institute, Schulich School of Medicine & Dentistry.

### Individual Program Names

In writing, upon first reference the full department name should be used, and be written as follows, Program Name, Schulich School of Medicine & Dentistry, Western University. In subsequent references, the use of the Department, or simply just the program name capitalized are acceptable short forms.

- **Example:** The Department of Family Medicine at Schulich School of Medicine & Dentistry, Western University offers a Master of Clinical Science program, attracting family physicians from around the world. The Department offers this program on both a part-time and full-time basis.

## Useful Links

### Branded Templates

You can find branded PowerPoint, research poster, promotional flyer, memo, fax and meeting brief templates online at [schulich.uwo.ca/communications/template-access](http://schulich.uwo.ca/communications/template-access). You will need your Western User ID (including the @uwo.ca) and your Single Sign-On password.

### Branded Stationery

You can order department specific branded stationery from the Data Group Online Ordering System. The link can be found at [schulich.uwo.ca/communications/stationery](http://schulich.uwo.ca/communications/stationery) under the Ordering Stationery heading. You will need your Western user name and password.

### General Branding Information

For Brand Identity Guidelines, and other branding information, visit [schulich.uwo.ca/communications/guidelines](http://schulich.uwo.ca/communications/guidelines). If you have further questions regarding the School’s brand, please contact the Communications Team via the information below.

### For more information, contact:

Communications  
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[schulich.uwo.ca/communications/branding](http://schulich.uwo.ca/communications/branding)