Table of Contents

Introduction
Why the New Identity? 03
Creating and Maintaining a 04
Strong Visual Identity

Typography
Primary Typography 05
Web Safe/PC Fonts 06

Schulich Medicine & Dentistry Stationery
Standard Business Cards 07
Standard Envelopes 08
Standard Letterheads 09
PowerPoint: Purple 10
PowerPoint: White 11
Email Signature 12
Web Banners 13
Auxiliary Materials 14

Robarts Research Institute Stationery 15

Hospital Stationery
Business Cards 16
Clinical Department Stationery 17

Windsor Campus Stationery 18

Centre and Institute Stationery 19

Contact 20
Why the New Identity?

Western is a complex organization with multiple identities and symbols, which sometimes hinders our ability to communicate the impact of the University as a whole. A more unified visual identity for Western will strengthen our ability to gain greater recognition for our world-class research and teaching at home and abroad.
Creating and Maintaining a Strong Visual Identity

Branding is a strategic discipline, involving identity, reputation, communication and caretaking, forming the foundation of strategy and culture. Our strong brand, featuring consistently applied visuals and messaging, will improve awareness among key audiences, and bring focus and understanding to our promise.

A critical key to the success of the Western brand is correct and consistent use of its brand identity. This identity, used in text and represented via compelling visual elements, is the extension of the Western brand used in all communications. This Graphic Standards Guide reviews how Western's visual identity is applied to the Schulich School of Medicine & Dentistry in a co-brand situation. Consistent branding should be applied to signage, correspondence materials, advertising, stationery, presentations and brochures.
Primary Typography

The impact of the rebrand is a unified visual identity for Western. An important element in this unity is the consistent use of the font Benton Sans. Benton should be used in all communication materials whenever possible. Benton Sans Light and Book are the preferred weights for body copy in publications. Benton Sans Medium and Bold should be used for heads, sub-heads and call-outs. Do not set entire documents or paragraphs in Benton Sans Medium or Bold. Benton Sans Bold should not be used for typesetting of large sections of body copy.
1.2 Web Safe Fonts/PC Fonts

Where Benton Sans is unavailable, the use of Arial is permitted.
2.1 Stationery: Standard Business Cards

For consistency, all standard business cards should have the generic Western back.

Western’s website on the back is set in Benton Sans Medium at 8 pts.

The staff, University and department names are set in Benton Sans Medium. All other copy on the contact side is set in Benton Sans Book.

Employee information is typeset at 7.5 pts on 9.25 pts leading. If needed, a 5th line can be added for more information.

There is a 0.0625” “space after” the email address.

Commas are used to separate accreditations and after phone numbers when adding extensions.

For department business cards the department name replaces Schulich School of Medicine & Dentistry before Western University. ‘Department of’ is not included.

Business card information should always be as follows:

Name, Accreditations
Job Title
Job Title Continued (if necessary)
Email Address
Department, Western University
Building Name, Rm. #
University Address Information
Telephone, Fax and Website

Do not alter the order or placement of info shown here.
2.2 Stationery: Envelopes

Envelopes should all have the horizontal Schulich Medicine & Dentistry logo on the front.

Standard-flap envelopes are a more economical printing solution.

Whenever costs allow, the wide-flap envelope back with the reversed logo and contact info can be used.

Standard #10 envelope

Standard #10 envelope with department

Department name on front of envelope is optional

Wide-flap backside
2.3 Stationery: Letterhead

Margins:
Left: 1.125”
Right: 1.125”
Top: 0.5625”
Bottom: 0.625”

Letterheads should all lead with the Schulich Medicine & Dentistry logo in the top left and end with a horizontal Western logo in the bottom right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pts on 9.5 pts leading. “Schulich School of Medicine & Dentistry, Western University” is set in Benton Sans Medium.

Department names are right-justified in the top right and should not include ‘Department of’. Departments are set in Benton Sans Medium at 10 pts on 12.25 pts leading. The colour of the department name is PMS 268.
2.4 PowerPoint: Purple

PowerPoint Presentation: Purple

PowerPoints will open with a main slide featuring the stacked Schulich Medicine & Dentistry logo.

Typical content slides will be co-branded leading with the Schulich Medicine & Dentistry logo.

Presentations will end with the stacked full Western logo.
2.5 PowerPoint: White

PowerPoint Presentation: White

PowerPoints will open with a main slide featuring the stacked Schulich Medicine & Dentistry logo. Typical content slides will be co-branded leading with the Schulich Medicine & Dentistry logo. Presentations will end with the stacked full Western logo.

Opening slide

Typical introduction slide

Month day, year

Today’s Agenda
Qui vel estrum faccaep udiorit atieatio et, veris consectetur.

Typical slide

Typical title slide

End slide
Email Signature

Email signatures offer an opportunity to strengthen Western’s brand on a daily basis. The Schulich Medicine & Dentistry signature graphic consists of the horizontal Schulich Medicine & Dentistry and Western logos stacked above each other. The signature graphic should be displayed at 180px wide. Contact info should follow the formatting in the sample and be in 12pt Arial font.

Michael Strong
Dean
Schulich School of Medicine & Dentistry
Western University
Clinical Skills Building, Rm. 3700
London, ON, Canada, N6A 3K7
e. michael.strong@schulich.uwo.ca
t. 519.661.2459 x83459
2.7 Web Banners

Web Banners

Web banners are co-branded with the stacked Schulich Medicine & Dentistry logo in the top left mirrored by the stacked Western logo in the top right.

The logos flank the full school name which is typeset in BentonSans Regular at 40.5 pts.
2.8 Auxiliary Materials

Various auxiliary templates have been created. Memo, meeting brief and fax templates are available in Word form.

Report covers and ad templates using consistent co-branding are available as InDesign files.

Please do not use clip art on posters. Contact the Schulich Medicine & Dentistry Marketing & Communications department if you need poster imagery.
3.1 Robarts Research Institute Stationery

Robarts business card
Please see 2.1 for nomenclature details

Robarts letterhead

Robarts Stationery
Robarts Research Institute stationery will include Schulich Medicine & Dentistry, Robarts and Western branding.
The Robarts logo always runs on the right hand side of the Schulich logo. Please see samples for branding treatment.
Address info can be specified upon ordering.

Robarts #10 envelope

Robarts business card

Robarts letterhead

Robarts purple PowerPoint template
A white template is also available
4.1 Hospital Stationery: Business Cards

Hospital Stationery

Designed for LHSC and St. Joseph’s staff wishing to show academic affiliation with Western.

Stationery with the hospital logos will always include Schulich Medicine & Dentistry and Western branding.

The hospital contact side will use the hospital’s respective branding guidelines.

Two options are provided for the Western side, both representing academic affiliation using the Schulich and Western logos. An option is provided to show contact information specific to Western.
4.2 Clinical Department Stationery: Academic Use Only

Clinical Department Stationery

Stationery with the hospital logos will always include Schulich Medicine & Dentistry and Western branding.

The Schulich Medicine & Dentistry logo should always lead. If the stationery includes both hospital logos they should be placed alphabetically with London Health Sciences Centre coming before St. Joseph’s Health Care London. Please see samples for branding treatment.

Address info can be specified upon ordering.
5.1 Windsor Campus Stationery

Windsor Campus Stationery

Stationery for the Windsor Campus should include Schulich Medicine & Dentistry, Western and University of Windsor branding.

The Windsor Campus logo should always lead. Please see samples for branding treatment.

Address info can be specified upon ordering.
6.1 Centre and Institute Stationery

Centre and Institute Stationery

Stationery for Schulich Centres and Institutes should include Schulich Medicine & Dentistry and Western branding. The Western branding is covered by the centre and institute logos. The Schulich Medicine & Dentistry logo should always lead. Please see samples for branding treatment.

Current centres and institutes include:
- Centre for Education Research & Innovation
- Centre for Human Immunology
- Centre for Studies in Family Medicine
- Robarts Centre for Neurovascular Science

Address info can be specified upon ordering.

John Smith
Title
jsmith@uwo.ca
Centre for Human Immunology, Western University
Building Name, Rm. XXX
London, ON, Canada N6A XXX
t. 519.XXX.XXXX, ext. XXXXX  www.website.ca

Centre and institute stationery
- Centre and institute business cards
- Please see 2.1 for nomenclature details
- Centre and institute letterhead
- Centre and institute business cards
- Centre and institute letterhead
- Centre and institute purple PowerPoint template
- A white template is also available
Contact

Jennifer Parraga
Associate Director (Communications & Marketing)
jennifer.parraga@schulich.uwo.ca
Schulich School of Medicine & Dentistry, Western University
Rix Clinical Skills Bldg., Rm. 3720
London, ON, Canada N6A 5C1
t. 519.661.2111, ext. 86415

Terry Rice
Director (Marketing and Creative Services)
tjrice@uwo.ca
Western University, Communications and Public Affairs
Westminster Hall, Rm. 360H
London, ON, Canada N6A 3K7
t. 519.661.2111, ext. 85106