

# **Schulich School of Medicine & Dentistry**

## **Western University**

### Graphic Standards Guide



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# 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.

## 1.1 Primary Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Bold

## 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%\$#@&**

Arial Bold

### Web Safe Fonts/ PC Fonts

Where Benton Sans is unavailable, the use of Arial is permitted.

## 2.1 Stationery: Standard Business Cards



Business card: front



Department business card: front



Generic Western backside

### 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.

University address and contact information is set at 6.5 pts on 8.5 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.

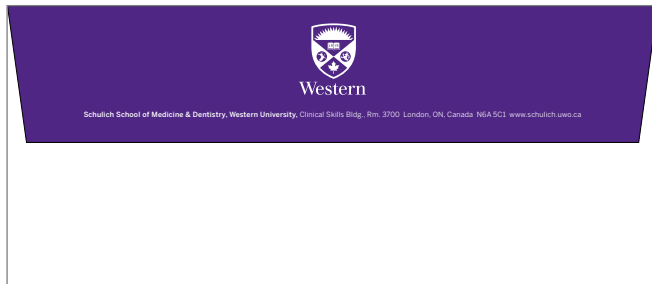
## 2.2 Stationery: Envelopes



Standard #10 envelope



Standard #10 envelope with department  
Department name on front of envelope is optional



Wide-flap backside

### 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.



## 2.3 Stationery: Letterhead



Standard letterhead with department

### 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



Opening slide



Typical introduction slide

### PowerPoint Presentation: Purple

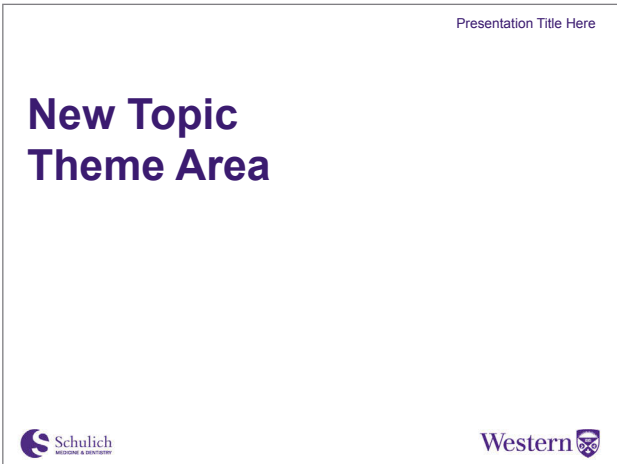
PowerPoints will open with a main slide featuring the stacked Schulich Medicine & Dentistry logo.

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

Presentations will end with the stacked full Western logo.



Typical slide



Typical title slide



End slide

# 2.5 PowerPoint: White



Opening slide



Typical introduction slide

## PowerPoint Presentation: White

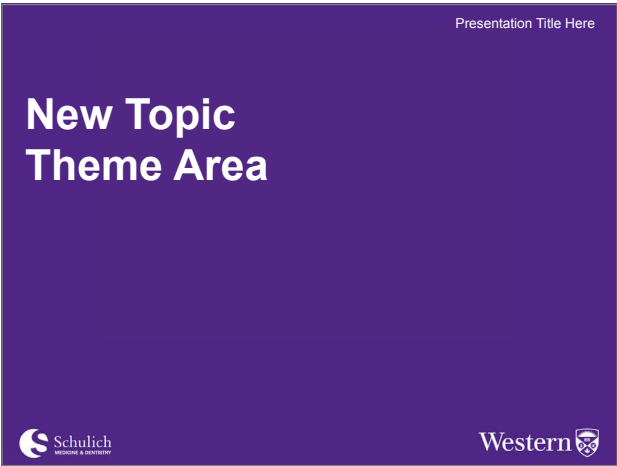
PowerPoints will open with a main slide featuring the stacked Schulich Medicine & Dentistry logo.

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

Presentations will end with the stacked full Western logo.



Typical slide



Typical title slide



End slide

## 2.6 Email Signature



### **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

### 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.

# 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

**Schulich**  
MEDICINE & DENTISTRY

Department Name

**MEMORANDUM**

To: \_\_\_\_\_

From: \_\_\_\_\_

Date: \_\_\_\_\_

Re: \_\_\_\_\_

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Et harum quidem rerum facilis est et expedit distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repugandae sint et molestiae non recusandae.

Rerum necessitatibus saepe eveniet ut et voluptates repugandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Name Here

Schulich School of Medicine & Dentistry, Western University, Clinical Skills Bldg., Rm. 3700  
London, ON, Canada N6A 3K7, 1-800-937-3423 www.schulich.uwo.ca

**Western**

Memo template

**Schulich**  
MEDICINE & DENTISTRY

Department Name

**MEETING BRIEF**

Meeting Date & Time: \_\_\_\_\_

Location: \_\_\_\_\_

Attendees: \_\_\_\_\_

Meeting Objectives: \_\_\_\_\_

Meeting Highlights: \_\_\_\_\_

Next Steps: \_\_\_\_\_

Timeline: \_\_\_\_\_

**Western**

Meeting brief template

**Schulich**  
MEDICINE & DENTISTRY

Department Name

**FAX**

To: \_\_\_\_\_ From: \_\_\_\_\_

Fax: \_\_\_\_\_ Pages: \_\_\_\_\_

Phone: \_\_\_\_\_ Date: \_\_\_\_\_

Re: \_\_\_\_\_ CC: \_\_\_\_\_

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga.

Et harum quidem rerum facilis est et expedit distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repugandae sint et molestiae non recusandae.

Rerum necessitatibus saepe eveniet ut et voluptates repugandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

Name Here

**Western**

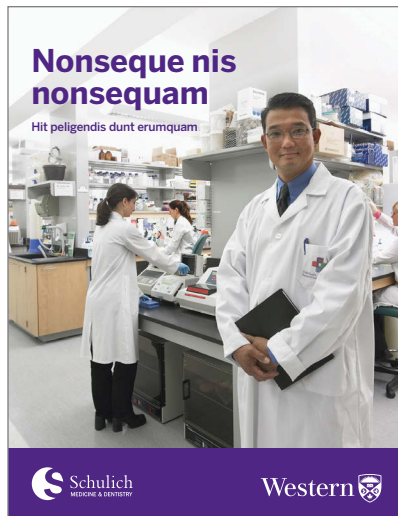
Fax template

## 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.



Cover page



Ad template



# 3.1 Robarts Research Institute Stationery



Robarts business card  
Please see 2.1 for nomenclature details



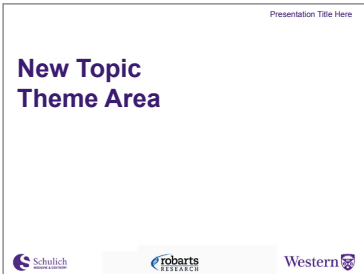
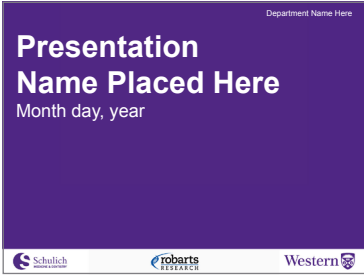
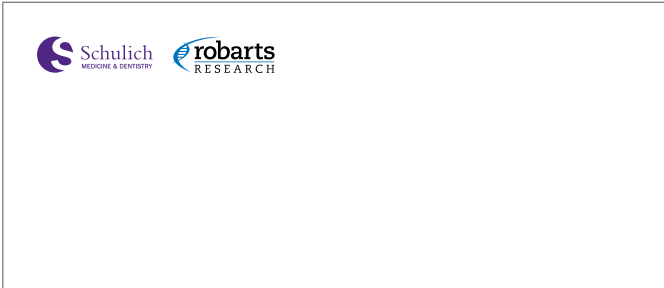
Robarts letterhead

## 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 purple PowerPoint template  
A white template is also available

Robarts #10 envelope

## 4.1 Hospital Stationery: Business Cards



Hospital business cards

Please see 2.1 for nomenclature details

## Hospital Stationery

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

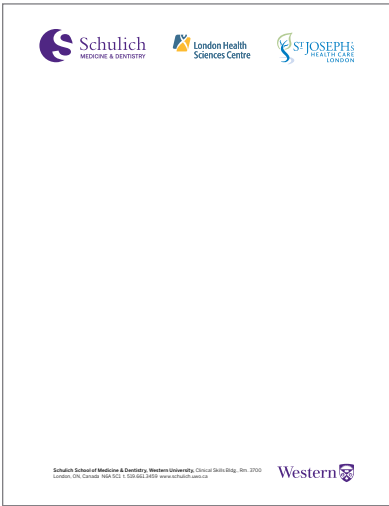
Stationery with the hospital logos will always include Schulich Medicine & Dentistry and Western branding.

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



Letterhead with hospital logos

## Clinical Department Stationery

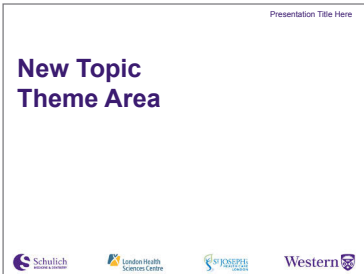
Stationery with the hospital logos will always include Schulich Medicine & Dentistry and Western branding.

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.



#10 envelope with hospital logos



Purple PowerPoint template with hospital logos

A white template is also available

## 5.1 Windsor Campus Stationery



Windsor Campus  
business cards

Please see 2.1 for  
nomenclature details



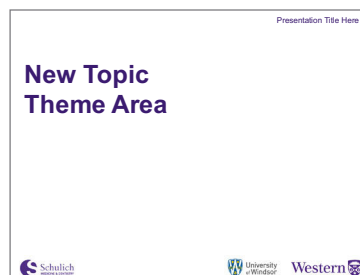
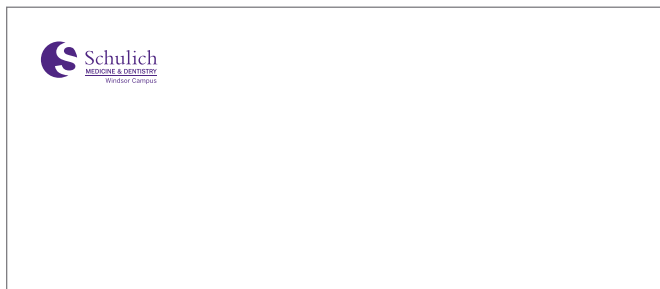
Windsor Campus  
letterhead

## Windsor 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.



Windsor Campus purple  
PowerPoint template

A white template is also available

## 6.1 Centre and Institute Stationery



Centre and institute business cards  
Please see 2.1 for nomenclature details



Centre and institute letterhead

### Centre and Insitute Stationery

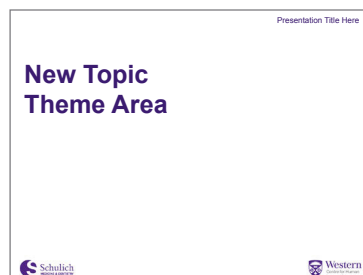
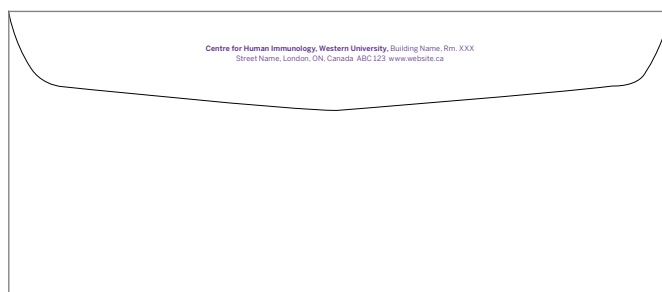
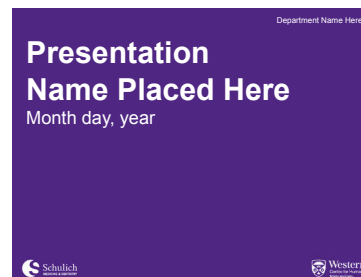
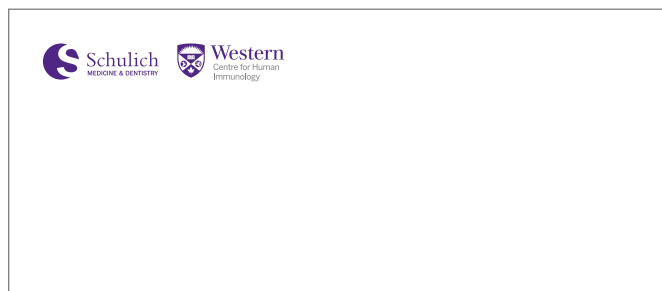
Stationery for Schulich Centres and Institutes should include Schulich Medicine & Dentistry and Western branding. The Western branding is covered by the centre and insitute logos.

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.



Centre and institute purple PowerPoint template  
A white template is also available

Centre and institute #10 envelope

# Contact

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