Schulich
MEDICINE & DENTISTRY

discovery
healthcare
A Summer Camp Experience

Schulich School of Medicine & Dentistry

**Discovery Healthcare Summer Camp
Official Branding Guidelines**

Western

Official Nomenclature

Western University

During the re-branding process in 2012, 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 School of Medicine & Dentistry

The official corporate 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' are not accepted.

Discovery Healthcare Summer Camp

Discovery Healthcare is a one-week medical science summer camp for high school students throughout Southwestern Ontario designed to mentor and inspire interest in pursuing a career in medicine and the healthcare field. The program is supported by the Office of Distributed Education and facilitated by first and second-year medical students at the Schulich School of Medicine & Dentistry, Western University.

Discovery Healthcare Summer Camp Identifier

The identifier for Discovery Healthcare Summer Camp is represented below. There are four variations of the identifier available: the full identifier with tag line, the full identifier without tagline, a stacked identifier, and a wordmark identifier. For documents with dark backgrounds a reverse (white) option is available for each variation. For documents with colour limitations a two-colour or one-colour option is available for each variation. The identifier is a secondary icon to our School and Partner logos. It is a program that exists within the greater umbrella of the Schulich School of Medicine & Dentistry, Western University.

Full Identifier with Tagline

Full Identifier without Tagline

Stacked Identifier

Wordmark Identifier

Clear Space

The identifier must be placed within a specific isolation area. This will give the identifier presence when used in combination with other identities or graphic elements. The clear space is defined differently depending on the identifier.
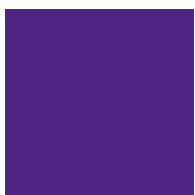

Minimum Size

Minimum sizes of the identifiers have been established to maintain legibility. The minimum size for the full identifier with tagline as well as the wordmark identifier is 35mm wide. The minimum size for the full identifier without tagline is 30mm. The minimum size for the stacked identifier is 13mm wide.

35mm — discovery healthcare — A Summer Camp Experience

30mm — discovery healthcare

13mm — discovery healthcare

35mm — discovery healthcare

Colour Palette

Purple	Turquoise	Yellow	Pink	Navy	White
PMS: Pantone 268	**PMS:** Pantone 631	**PMS:** Pantone 7548	**PMS:** Pantone 212	**PMS:** Pantone 7463	**CMYK:** C.0 Y.0 M.0 K.0
CMYK: C.82 M.100 Y.0 K.12	**CMYK:** C.68 M.0 Y.23 K.0	**CMYK:** C.1 M.21 Y.100 K.0	**CMYK:** C.0 M.87 Y.2 K.0	**CMYK:** C.100 M.78 Y.47 K.48	**RGB:** R.255 G.255 B.255
RGB: R.79 G.38 B.131	**RGB:** R.48 G.191 B.202	**RGB:** R.253 G.200 B.12	**RGB:** R.238 G.71 B.149	**RGB:** R.1 G.43 B.67	**Hex:** #FFFFFF
Hex: #4F2683	**Hex:** #30BFCA	**Hex:** #FDC80C	**Hex:** #EE4795	**Hex:** #012B43	
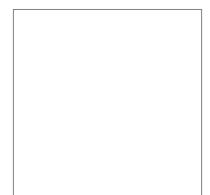
Typeface

The typeface used for the Discovery Healthcare identifier is Quicksand. Quicksand is a sans serif typeface that has geometric parameters, rounded ends, and modern design. The rounded terminals along with the curvaceous design of this typeface create a feeling of approachability, freshness and friendliness. Quicksand is intended to be used as a display font, meaning it works well for larger headings and subheadings. Benton Sans Light and Book are the preferred fonts for body copy in publications.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Quicksand Bold

Identifier Application

The Discovery Healthcare Summer Camp identifier is a secondary 'icon' used to identify a program offered by the Office of Distributed Education at Schulich Medicine & Dentistry, Western University. This program identifier is not intended to be used as a standalone identity and must always be accompanied by the School logos. This identifier cannot replace the School logos, and it should not be positioned to a larger size or with greater presence than the School logos. When grouping the identifier with the School logos, the identifier should be placed with an ample amount of visual distance from the School logos. The examples provided below are for reference purposes only and not intended to be a complete list of possible applications. Contact Communications with any questions regarding proper identifier use. For acceptable white space requirements, see previous page.

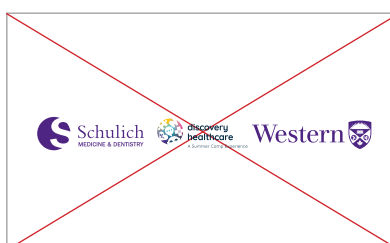Correct: Identifier does not visually compete with School logos

Correct: Stacked Identifier is used with stacked School logos
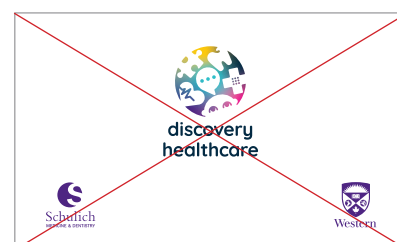
Incorrect: Identifier has more visual prominence than School logos

Correct: Identifier is separate from School logos and does not visually compete

Incorrect: Identifier does not have enough visual distance from School logos

Incorrect: Identifier is not accompanied by School logos

Identifier Variation Uses

The Discovery Healthcare Summer Camp identifier has multiple variations designed to suit different platforms and channels. Each variation has been created with specific uses and scenarios in mind. This identifier must always be accompanied by the School logos and cannot be used on its own. The examples of each use provided below are for reference purposes and are not intended to be a complete list of possible uses.

Full Identifier with Tagline
For use on official documents and reports; when spacing and sizing of designed documents allow for a larger identifier; when the purpose of Discovery Healthcare program is not explained in any other part of the document; on postcards and larger prints. Use in conjunction with horizontal School logos.

Full Identifier without Tagline
For use on business cards, email signatures, mobile website headers; small to average size prints and platforms. Use in conjunction with horizontal School logos.

Stacked Identifier
For use when size or design constraints prohibit the use of the horizontal identifier variations. Use in conjunction with stacked School logos.

Wordmark Identifier
For use when the prominence of 'Discovery Healthcare' program name supersedes the use of the full identifier/icon combination. Use for large scale signage for events or for labels.

Two-Colour, One-Colour and Reverse Variations
For documents with colour limitations a two-colour or one-colour option is available for each variation. The two-colour option can also be used in cases where legibility is compromised due to a busy design, or poor contrast. For documents with dark backgrounds, a reverse (white) option is available for each variation.

Improper Use
These examples show improper use of the identifier. Any change from the approved identifiers is not permitted. Always reproduce the identifier from approved electronic artwork only. These examples are not intended to form a complete list.

Do not change or rearrange the gradient colours

Do not rearrange identifier elements

Do not alter the size of elements

Do not stretch, condense or distort

Do not change sequence of icon

Do not crop or crowd the identifier

Do not use other fonts

Do not use on backgrounds with low contrast

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 Campus Name
Upon first reference, the full name of the School, and the program, Schulich School of Medicine & Dentistry – Windsor Campus, must be used. Upon second reference, Schulich Medicine & Dentistry – Windsor Campus, or simply, Windsor Campus can be used. Please note, the symbol between the name 'Schulich Medicine & Dentistry' and Windsor Campus 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 **communications.uwo.ca/comms/ western_brand/vis_toolkit/schulich.html**. 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** under the Ordering Stationery and Business Cards 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**. If you have further questions regarding the School's brand, please contact the Communications Team via the information below.

For more information, contact:
Communications
comms@schulich.uwo.ca
schulich.uwo.ca/communications/branding