



Schulich School of Medicine & Dentistry

MD+ Official Nomenclature
and Branding Guidelines

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.

MD+

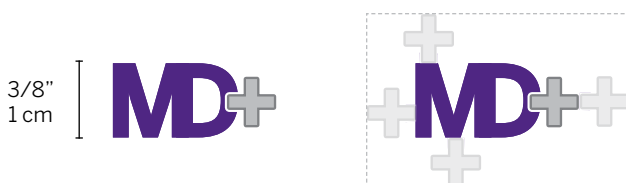
MD+ is a track/stream within the Schulich School of Medicine & Dentistry's Doctor of Medicine Program. "MD+" is the only acceptable use of the name of the track/stream. It has received a prohibited mark and must be shown as indicated above. A identifier has been designed to support the marketing and communication of the track/stream.

MD+ Identifier

Our identifier for the MD+ track is represented below. There are two available options, Positive and Reverse. 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 and Dentistry, Western University.



Minimum Size, White Space Requirements and Colour Codes



Western Purple	Cool Grey (Stroke Only)	Crisp Grey ('+' Fill)
C-M-Y-K: 82-100-0-12	C-M-Y-K: 0-2-0-60	C-M-Y-K: 0-0-0-30
PMS 268	PMS 10 U	PMS P 179-5 C
R-G-B: 79-38-131	R-G-B: 128-127-131	R-G-B: 182-184-186

MD+ Identifier document placement

Our MD+ identifier is a secondary 'icon' used to identify a new track of education offered by Schulich Medicine, Western University. Always apply this understanding whenever this identifier is used in a document. This identifier should always be presented on a document which also has the School logos. Furthermore, this identifier cannot be located in the same visual grouping as our School logos. Examples provided below. For acceptable white space requirements, see previous page.

Incorrect identifier placement (any variation of is not acceptable)



Correct/Acceptable identifier placement

The examples below demonstrate the correct way to position our MD+ identifier in collaboration with our School/ Partner logos. Note the size and position differences of the school logos and the MD+ identifier. Though, your position variations are not limited to the examples below. It is important to remember that MD+ must appear separate from our School/Partner logos.



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

Communications
comms@schulich.uwo.ca
schulich.uwo.ca/communications/branding