

Official Nomenclature: Schulich Medicine Distributed Education and Schulich Medicine & Dentistry – Windsor Campus

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** acceptable.

Distributed Education

The official name of the administrative office for distributed medical education is 'Office of Distributed Education'. Upon first reference, the full name should be used. The full name is the only acceptable form. No acronyms have been created or should be used.

Distributed Education Academies

The official name of the distributed education program across the region is 'Schulich Medicine Distributed Education'. Upon first reference in any document the full name should be used.

An acceptable form to be used on second and subsequent references is 'Schulich Medicine DE'.

When referring to a specific area within the region where distributed education is delivered, the word 'Academy' and the region will be identified. This will only occur in the cases of the regions (formerly known as hubs).

For example:

Schulich Medicine Distributed Education – Elgin-Middlesex Academy
Schulich Medicine Distributed Education – Grey-Bruce Academy
Schulich Medicine Distributed Education – Kent-Lambton Academy
Schulich Medicine Distributed Education – Huron-Perth Academy
Schulich Medicine Distributed Education – Oxford Academy
Schulich Medicine Distributed Education – Essex Academy

The official names, as referenced above, must be used upon first reference in any document.

Official Nomenclature: Schulich Medicine Distributed Education and Schulich Medicine & Dentistry – Windsor Campus

Distributed Education Academies - *Continued*

An acceptable form to be used on second and subsequent references is 'Schulich Medicine DE – *Region* Academy'.

For example:

Schulich Medicine DE – Elgin-Middlesex Academy

References made to a particular partnership within an academy would be presented in the following manner:

St. Thomas General Hospital within Schulich Medicine DE – Elgin-Middlesex Academy **or**

Chatham-Kent Family Health Team, a partner of the Schulich Medicine Distributed Education – Kent-Lambton Academy

The name of an Academy cannot stand alone without inclusion of Schulich Medicine Distributed Education – either immediately before the name of the Academy, or as part of a sentence.

For example:

The town of Hanover is a partner of the Schulich Medicine Distributed Education program within the Grey-Bruce Academy.

Schulich School of Medicine & Dentistry – Windsor Campus

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.

Updated Branding

The Schulich School of Medicine & Dentistry – Windsor Campus logo is specific to the campus, and must be used in conjunction with the University of Windsor and the Western Crest logo at all times.

Schulich Medicine & Dentistry – Windsor Campus is a co-brand in which the Windsor Campus logo should always lead, followed by the University of Windsor logo, and finally the Western University logo.

For example:



Consistent branding should be applied to signage, correspondence materials, advertising, stationery, presentations and brochures.