Schulich School of Medicine & Dentistry
Western University
Graphic Standards Guide

Schulich
MEDICINE & DENTISTRY

Western

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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.

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.

John Doe, MD, CCFP, FCFP, FCAHS
Dean
john.doe@schulich.uwo.ca

Schulich School of Medicine & Dentistry, Western University
Clinical Skills Bldg., Rm. 3700
London, ON, Canada N6A 5C1
t. 519.661.3459, ext. 01234 www.schulich.uwo.ca

Business card: front

Jane Doe
Acting Chair
jane.doe@schulich.uwo.ca

Anatomy & Cell Biology, Western University
Medical Sciences Bldg., Rm. MSB443A
London, ON, Canada N6A 5C1
t. 519.661.2111, ext. 01234 f. 519.555.5555 www.schulich.uwo.ca

Department business card: front

www.westernu.ca

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

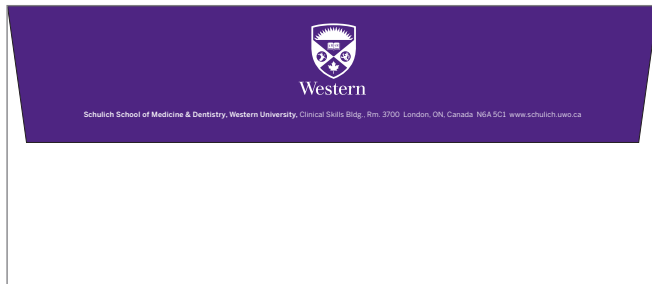Do not alter the order or placement of info shown here.

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

Schulich
MEDICINE & DENTISTRY

Pathology

Schulich School of Medicine & Dentistry, Western University, Clinical Skills Bldg., Rm. 3700
London, ON, Canada N6A 5C1 t. 519.661.3459 www.schulich.uwo.ca

Western

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.
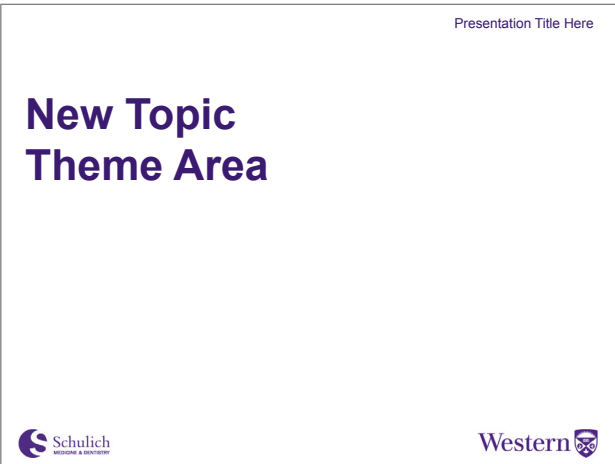
Typical slide

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.
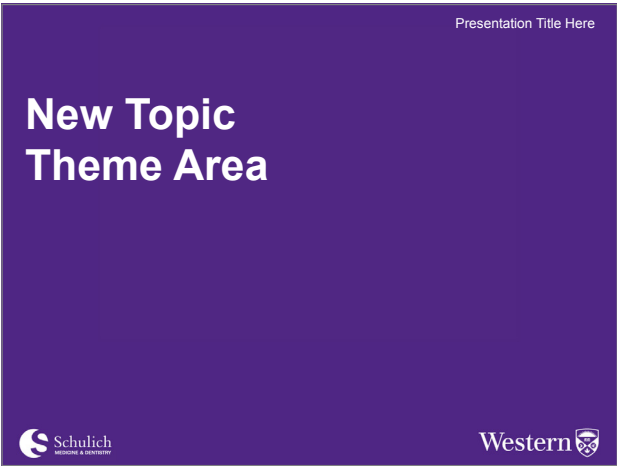
Typical slide

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

Memo template

Meeting brief template

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.
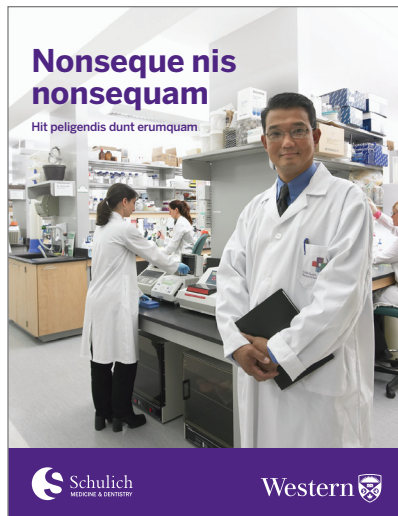
Cover page
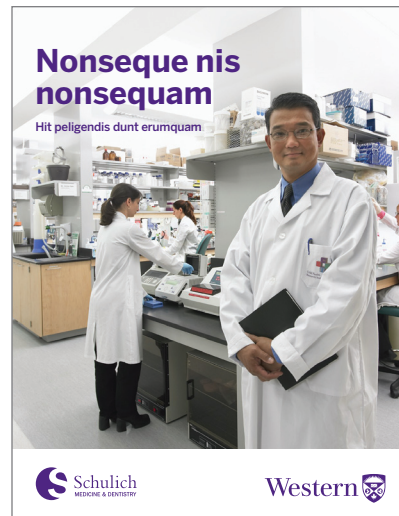
Ad template

3.1 Robarts Research Institute Stationery

Robarts business card

Please see 2.1 for nomenclature details

Jane Doe
Director of Operations (Administration)
jane.doe@robarts.ca

Robarts Research Institute, Western University
Robarts Research Institute, Rm. 3207
100 Perth Dr., London, ON, Canada N6A 5K8
t. 519.931.5205, ext. 01234 www.robarts.ca

www.westernu.ca

Robarts letterhead

Robarts Research Institute, Western University, Robarts Research Institute, Rm. 3207
100 Perth Dr., London, ON, Canada N6A 5K8 t. 519.931.5205, ext. 25205 www.robarts.ca

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 Research Institute, Western University, Robarts Research Institute, Rm. 3207
100 Perth Dr., London, ON, Canada N6A 5K8 www.robarts.ca

Department Name Here

Presentation Name Placed Here
Month day, year

Presentation Title Here

Month day, year

Today's Agenda
Qui vel estrum faccaep udiorit atieatio et, veris consect ionesecest.

Presentation Title Here

New Topic Theme Area
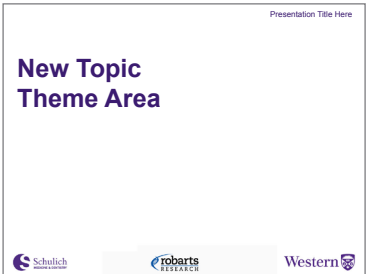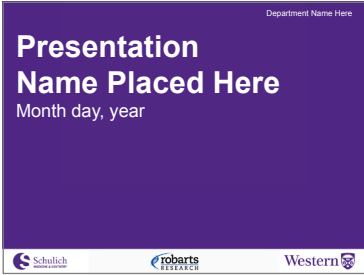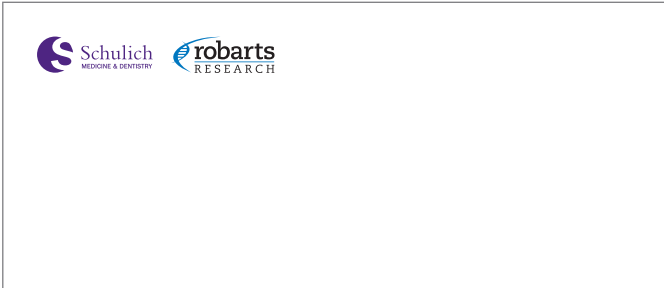
Robarts purple PowerPoint template

A white template is also available

4.1 Hospital Stationery: Business Cards

London Health Sciences Centre / St. Joseph's Health Care London

First Last, Designation
Title
Title Second Line
LHSC University Hospital
Street Address, P.O. Box
London, ON, Canada N6A 5A5
Tel 519 000-0000 Ext ####
Pager 519 000-0000 ID ### Fax 519 000-0000
first.last@lhsc.on.ca

London Health Sciences Centre

Victor K Ng, MSc MD CCFP(EM)
Consultant Physician
Division of Emergency Medicine
Room E1-102 London Health Science Centre
800 Commissioners Rd E.
London, ON, Canada N6A 3W9
Tel 519 685-8500 Ext. 76538
Victor.Ng@lhsc.on.ca   www.emlondon.ca

South Street Hospital • University Hospital • Victoria Hospital and Children's Hospital

St. Joseph's Health Care London

First Name Last Name   **Site Name**
Degrees   Street Address
Hospital Title Line 1   City, Province Postal Code
Hospital Title Line 2   **T.** 000 000-0000 ext. 00000
Academic Title Line 1   **F.** 000 000-0000
Academic Title Line 2
The University of Western Ontario www.sjhc.london.on.ca
name@sjhc.london.on.ca

Children's Hospital
London Health Sciences Centre

Murad Husein, MD, MSc, FRCS(c)
Chief, Division of Pediatric Otolaryngology
Director, Velopharyngeal Insufficiency Clinic
Room B3-440, G.D.P
Tel 519 685-8500 Ext 58184   **Fax** 519 685-8185
murad.husein@lhsc.on.ca   www.childrenshospitallhsc.ca

800 Commissioners Rd. E., P.O. Box 5010, London, ON, CA N6A 5W9

Schulich MEDICINE & DENTISTRY / Western

Dr. Jane Dow, BA
Title Line One
Title Line Two
jdoe@schulich.uwo.ca
Schulich School of Medicine & Dentistry, Western University
Medical Skills Bldg., Rm. 000
London, ON, Canada N6A 5C1
t. 519.000.0000, ext. 00000 f. 519.000.0000 www.schulich.uwo.ca

Schulich MEDICINE & DENTISTRY / Western UNIVERSITY · CANADA

www.schulich.uwo.ca   www.westernu.ca

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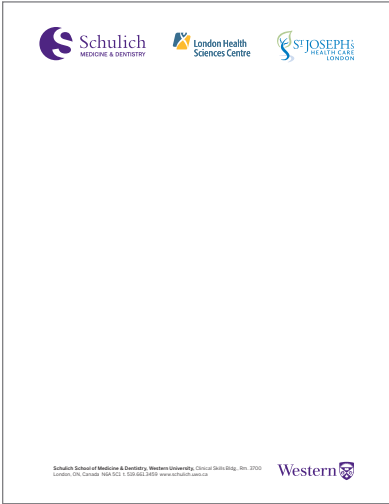
Stationery with the hospital logos will always include Schulich Medicine & Dentistry and Western branding.

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.

Purple PowerPoint template with hospital logos

A white template is also available

#10 envelope with hospital logos

5.1 Windsor Program Stationery

Windsor Program business cards

Please see 2.1 for nomenclature details

Windsor Stationery

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

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

Address info can be specified upon ordering.

Windsor Program letterhead
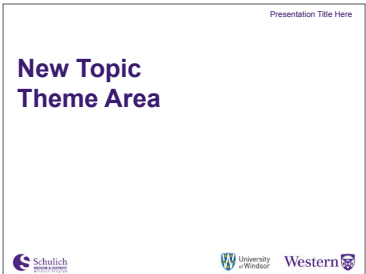
Windsor Program purple PowerPoint template

A white template is also available

Windsor Program #10 envelope

6.1 Centre and Institute Stationery

Centre and institute business cards

Please see 2.1 for nomenclature details

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 letterhead

Centre for Human Immunology, Western University, Building Name, Rm. XXX
Street Name, London, ON, Canada N6A XXX, t. 519.XXX.XXXX, ext. XXXXX, f. 519.XXX.XXXX www.website.ca
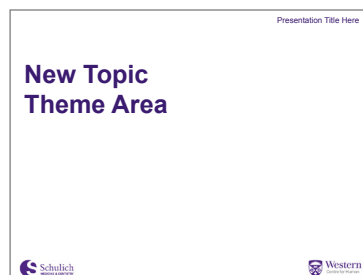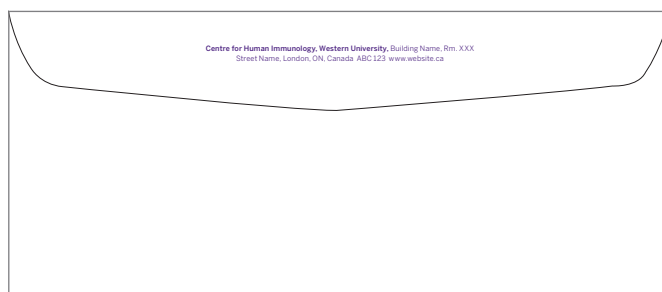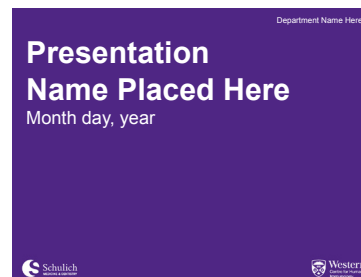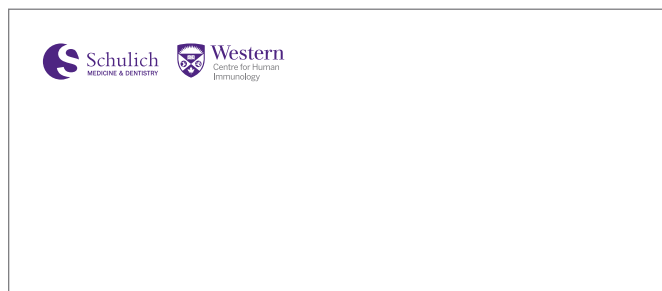
Centre and Insititute Stationery

Stationery for Schulich Centres and Institutes should include Schulich Medicine & Dentistry and Western branding. The Western branding is covered by the centre and insititute 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 for Human Immunology, Western University, Building Name, Rm. XXX
Street Name, London, ON, Canada ABC 123 www.website.ca

Department Name Here

Presentation Name Placed Here
Month day, year

Presentation Title Here

Month day, year

Today's Agenda
Qui vel estrum faccaep udiorit atieatio et, veris consect ionesecest.

Presentation Title Here

New Topic Theme Area

Centre and institute purple PowerPoint template

A white template is also available

Centre and institute #10 envelope

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

Western
UNIVERSITY · CANADA