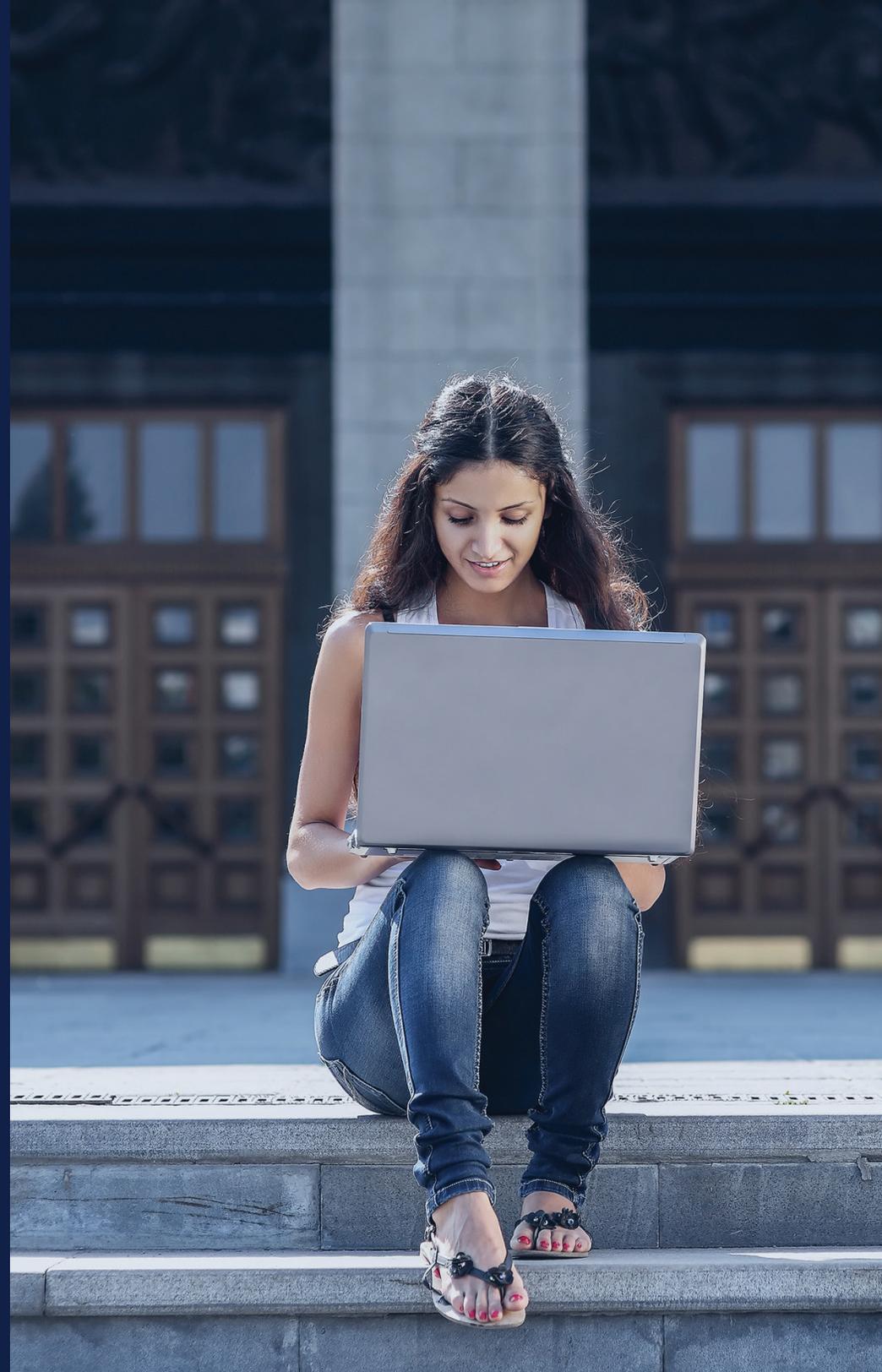




Western Atlantic University
School of Medicine

Brand Style Guide



Contents

LOGOS

Primary Logo	3
Secondary Logo	4
Seal	5
One-Color Logos	6
Clear Space	7
Minimum Size	8
Logo Usage	9

COLORS

Color Palette	10
Color Usage	11

TYPOGRAPHY

Typography	12
Web Typography	13

CONTENT

Editorial Guidelines/Best Practices	14
---	----

APPLICATIONS

Email Signatures	15
Business Cards	16

QUESTIONS/FILE REQUESTS

The following guidelines will be reviewed periodically to keep them current and relevant to WAUSM. If you have questions regarding these guidelines, suggestions for additions or changes, or need to request a logo file, please contact Jamie Drucker, chief marketing officer, or another member of the marketing team.

Users agree to read and abide by WAUSM’s Brand Identity Guidelines, and understand that all uses of WAUSM logo marks must be vetted through the Marketing Department.

Primary Logo

The primary horizontal logo is the foundation for WAUSM's visual identity. Use this logo in full-color whenever possible.

In some instances, a black or white logo may be needed. Use a black logo on light-colored backgrounds and a white logo on dark-colored backgrounds.



Secondary Logo

The secondary stacked logo should be used for applications where the standard horizontal logo is too wide. Like the primary logo, it should be used in full-color whenever possible.

Similar to the note in the primary logo, if a black and white logo is needed, use a black logo on light-colored backgrounds and a white logo on dark-colored backgrounds.



Western Atlantic
University
School of Medicine



Western Atlantic
University
School of Medicine

Seal

The seal is another secondary version of the logo that contains the name of the University in a circle around the logo mark. **The seal should only be used when size does not allow for use of the full logo.** It should be used in full-color whenever possible.

Similar to the note in the primary logo, if a black and white logo is needed, use a black logo on light-colored backgrounds and a white logo on dark-colored backgrounds.



One-Color Logos

Below are one-color versions of the primary and secondary logos as well as the seal. Use a black logo on light-colored backgrounds and a white logo on dark-colored backgrounds. One-color printing is generally more cost-effective for applications such as apparel, packaging, and more.



Western Atlantic
University
School of Medicine



Western Atlantic
University
School of Medicine



Clear Space

The logo should be used with a certain amount of clear space around it to ensure legibility. This also separates the logo from other elements on the page so that it does not compete with these elements. For the horizontal and stacked logos, use the width of the W to determine an appropriate clear space. For the seal, use the space between the two blue circles on the left side of the logo.



Minimum Size

The logo should not be used at such a small size that the text is illegible. Use the minimum sizes on this page as a guideline.

	Print	Web
Primary (Horizontal) Logo	 <p>No smaller than 1.5 inches wide</p>	 <p>No smaller than 350 pixels wide</p>
Secondary (Stacked) Logo	 <p>No smaller than 0.8 inches high</p>	 <p>No smaller than 160 pixels high</p>
Seal	 <p>No smaller than 1 inch wide</p>	 <p>No smaller than 200 pixels wide</p>

Logo Usage

It is important that usage of the WAUSM logo remains consistent. To maintain the integrity of the logo, follow these usage guidelines.



✘ **Do not** stretch the logo



✘ **Do not** change the logo colors



✘ **Do not** add a stroke to the logo



✘ **Do not** change the font



✘ **Do not** remove the mark



✘ **Do not** use logo on a busy background



✘ **Do not** rearrange the school name or mark



✘ **Do not** rotate the logo



✘ **Do not** add a dropshadow to the logo

Color Palette

The WAUSM color palette includes shades of blue, gray, and green. Blue is the main color used in the logo and throughout other applications.

Tints and shades of any of these colors may also be used to add depth to a design.

Green is used sparingly in call-to-action buttons throughout the website, icons, graphics, etc. It should be used only as an accent and not the primary color.

WAUSM Logo Blue

CMYK: 100 90 29 19

RGB: 33 52 105

Hex: #213469

Pantone: 294 C

Dark Blue

CMYK: 100 90 39 46

RGB: 17 32 70

Hex: #112046

Pantone: 282 C

Dark Gray

CMYK: 63 55 54 29

RGB: 88 89 89

Hex: #585858

Pantone: 425 C

WAUSM Logo Green

CMYK: 59 2 100 0

RGB: 118 188 67

Hex: #75BB43

Pantone: 368 C

Light Gray

CMYK: 12 9 9 0

RGB: 221 221 222

Hex: #DDDDDD

Pantone: Cool Gray 1 C

Off White

CMYK: 3 2 2 0

RGB: 244 244 244

Hex: #F4F4F4

Pantone: 663 C

Color Usage

Blues, whites, and grays are the main colors used throughout WAUSM applications.

Green is used sparingly in call-to-action buttons throughout the website, icons, graphics, etc. It should be used only as an accent and not as a primary color.



Typography

The font used in all three variations of the logo is Ovo; however, it is not used in any applications other than the logo. Fonts used for applications such as business cards, the website, and more are Lora and Mukta Mahee. They are available to download for free at fonts.google.com. Search for the font, click on “Download family” at the top of your screen, and double-click on the downloaded font files to install.

Aa

OVO REGULAR

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
0123456789
!@#\$%^&*()

Aa

LORA REGULAR

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
0123456789
!@#\$%^&*()

Aa

MUKTA MAHEE REGULAR

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
0123456789
!@#\$%^&*()

Web Typography

Fonts used on the website are Lora and Mukta Mahee. Below are various ways these fonts are used on the web: in headings, body copy, links (on a light and dark background), pull quotes, ordered and unordered lists, and buttons.

H1 Heading LORA BOLD, 80PX

H2 Heading LORA BOLD, 52PX

H3 HEADING MUKTA MAHEE BOLD, 32PX

H4 Heading MUKTA MAHEE SEMIBOLD, 27PX

H5 HEADING MUKTA MAHEE SEMIBOLD, 16PX

Large Text MUKTA MAHEE LIGHT, 23PX

Regular Text MUKTA MAHEE LIGHT, 18PX

“ Nulla ipsum nisl, blandit in lobortis sodales, posuere non dui. Duis mattis fringilla arcu, eget pretium nunc.

PERSON'S NAME

- Maecenas lobortis, erat sed
- Orci justo gravida est, sed tincidunt
- Nam lacinia blandit ligula porttitor

1. Maecenas lobortis, erat sed
2. Orci justo gravida est, sed tincidunt
3. Nam lacinia blandit ligula porttitor

Lorem ipsum dolor sit amet, [click here](#) consectetur adipiscing elit. In eu tellus ipsum. Mauris at nunc at purus mollis porta in ut quam.

[Click here](#) eu tellus ipsum

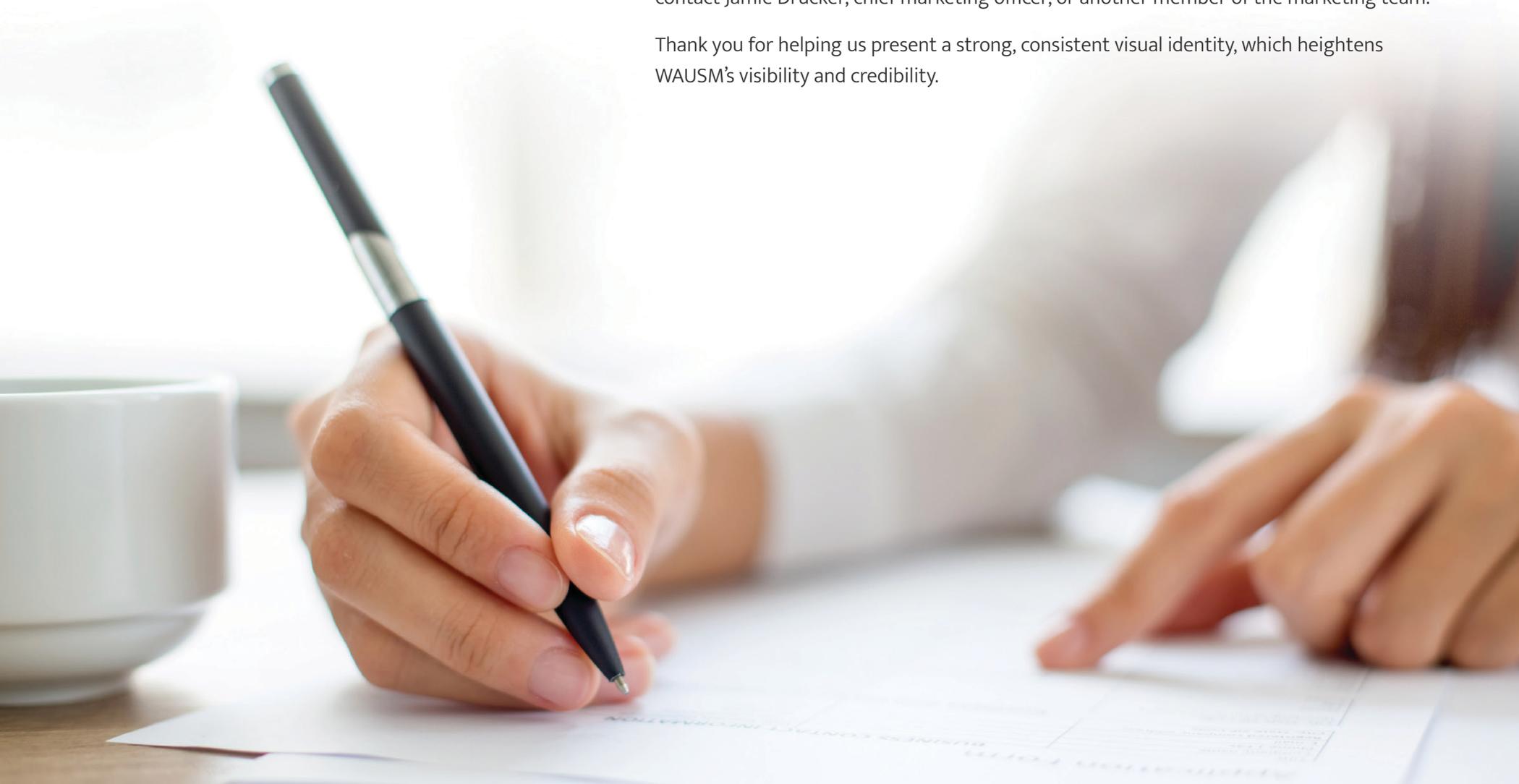
APPLY TODAY →

APPLY TODAY →

Editorial Guidelines/ Best Practices

Published separately, the Editorial Guidelines/Best Practices Guide helps University communicators follow a style that is consistent and appropriate for print and online materials written for and about Western Atlantic University School of Medicine. The Guide notes items you may encounter, and indicates preferences or exceptions that are specific to WAUSM. The Guide is updated periodically, with the most up-to-date version always accessible on our website. For a copy of the Editorial Guidelines/Best Practices, please contact Jamie Drucker, chief marketing officer, or another member of the marketing team.

Thank you for helping us present a strong, consistent visual identity, which heightens WAUSM's visibility and credibility.



Email Signatures

Email signatures must look consistent for all WAUSM employees. Use these guidelines for font sizes, colors, and logo size.

Please do not add any additional elements to your email signature such as: quotes, photos, wallpaper, etc.

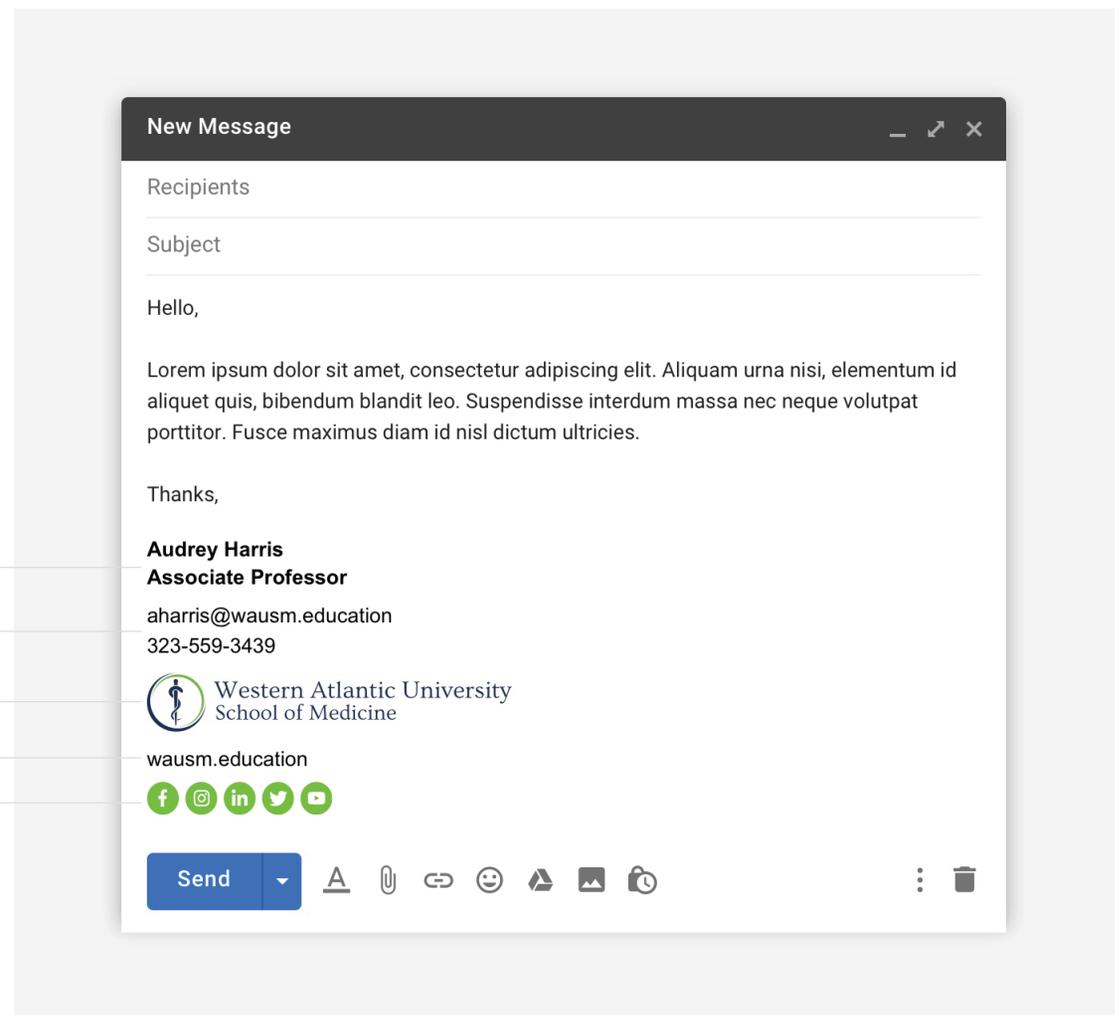
Name and Title: Arial Bold, 13px, #000000 (black)

Contact information: Arial, 13px, #000000 (black)

Logo: No more than 250px wide, use primary logo

Website URL: Arial, 13px, #000000 (black), no “www”

Social media icons: Facebook, Instagram, LinkedIn, Twitter, YouTube



Business Cards

Business cards use the primary logo on one side and the following information on the other side: name, title, phone number, email, and WAUSM website address.

Please contact the Marketing Department for instructions on ordering business cards.





800-LOR-EMIP • marketing@wausm.education

