The new logos for the Wright State University Boonshoft School of Medicine and Wright State Physicians resulted from a nine-month project involving input from hundreds of faculty, staff, alumni, current and prospective students, and local business and community leaders. A primary purpose of the logos is to support a strong, consistent image that closely links the university, the medical school, and its faculty practice. As such, it is vitally important to carefully follow strict guidelines governing how, where, and when the logos may be used.

This guide outlines some basic rules to keep in mind. A more detailed Brand Standards document will be published soon. For specific questions or personal assistance in working with the new logos, please contact the medical school's Office of Marketing and Communications at 937.775.2951 or som_mc@wright.edu.
Approved Logos

In addition to the standard, full-color logos, several approved one- and two-color versions are available for use with production processes or specific media for which the full-color version is inappropriate.

**Four-Color CMYK**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

**Two-Color PMS 139 PMS 342**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

**One-Color Black**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

**One-Color White**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

**One-Color Solid Black**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

**One-Color Solid White**

Boonshoft School of Medicine WRIGHT STATE UNIVERSITY

Wright State Physicians

Official Colors

The official colors of the university, the medical school, and Wright State Physicians are green (PMS 342) and gold (PMS 139). In most cases, these colors should also be the dominant ones in designs that feature the logos.

**Pantone 342**

C = 100
M = 0
Y = 69
K = 43

Web = 006633

**Pantone 139**

C = 0
M = 38
Y = 100
K = 23.5

Web = 996600
Logo Usage

The logo consists of two key elements: the shield symbol and the accompanying text.

1. Always use the entire logo (both elements). Do not omit or alter either element (e.g., use the shield alone, change the text).

2. Maintain the precise arrangement of the elements. Do not move, rotate, resize, or otherwise change the elements in relation to one another.

3. Use only the official colors and typefaces. Do not alter the colors of the logo or text or use a different typeface.

4. Leave adequate space around the logo for clarity and consistency. Do not clutter or crowd the logo with outside text or visual elements. Also, do not place the typeface too close to the edge or fold of a page.

5. Always consult the medical school’s Office of Marketing and Communications. Do not use the logo without official approval. Do not use copies, low-resolution files, or logos from an earlier project. Do not hesitate to ask for advice or help.
**Accent Colors**

Several complementary colors are approved and recommended for use in designs featuring the logos and official colors.

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**Official Typefaces**

The official typefaces of the university, the medical school, and Wright State Physicians are Adobe Garamond and Helvetica. Whenever possible, use only these fonts in designs featuring the logos.

- **Adobe Garamond Bold**
- **Adobe Garamond Bold Italic**
- **Adobe Garamond Semibold**
- **Adobe Garamond Semibold Italic**
- **Adobe Garamond Regular**
- **Adobe GaramondItalic**
- **75 Helvetica Neue**
- **76 Helvetica Neue**
- **65 Helvetica Neue**
- **66 Helvetica Neue**
- **55 Helvetica Neue**
- **56 Helvetica Neue**
- **45 Helvetica Neue**
- **46 Helvetica Neue**

**Acceptable Typefaces**
If it is not possible to use Adobe Garamond or Helvetica, the standard fonts Times and Arial are acceptable alternatives.  
**Note:** Do NOT use Times New Roman, which is a separate, unacceptable font.

- **Times Bold**
- **Times Bold Italic**
- **Times Regular**
- **Times Italic**
- **Arial Bold**
- **Arial Bold Italic**
- **Arial Regular**
- **Arial Italic**