Brand Guidelines
The Wright State University Boonshoft School of Medicine and Wright State Physicians logos are more than just a shield and type. They are graphic representation of our brand.

As communicators, your role in building our brand is critical to our success. By using this guide, you will be creating communications that ensure a visual experience with our brand that is consistent, powerful, and supportive of the medical school and Wright State Physicians.

This guide was developed specifically for Wright State University Boonshoft School of Medicine and Wright State Physicians. The medical school also follows the university guidelines that can be found at: wright.edu/office-of-marketing/guidelines.

Please contact the Boonshoft School of Medicine Office of Marketing and Communications if you have any questions at som_mc@wright.edu.
Editorial guide

The measure of a strong brand is its ability to inspire trust among its constituencies. Our editorial tone and manner should be genuine, concise, and easy to understand. When writing copy, please adhere to the following guidelines:

Be direct
Be concise
Be objective
Be professional

Marketing and communication materials written for a general audience follow the Wright State University Editorial Style Guide at wright.edu/office-of-marketing/guidelines.

News releases and other materials written for distribution to the media follow AP Style as outlined in the Associated Press Stylebook ©2013 by the Associated Press.

Our visual brand

Graphic and logo standards are not meant to restrict; they reinforce our identity and represent our visual branding elements.

They give a faster recognition of who we are in the marketplace. Much of the medical school’s and Wright State Physicians’ success lies in our ability to quickly communicate who we are and what we offer. An effective, consistent identity program advances this purpose.

Visual identity

We tell a story with each communication opportunity that arises. Consistent use of the logo, color, and even fonts can help in protecting and promoting our trademark. People begin to create an image of us in their mind’s eye. We want that image to be consistent, because our audience expects it to be consistent, as they build a relationship with us.

Official colors

The official colors of the university, the medical school, and Wright State Physicians are green and gold.

Before contacting, or responding to questions from the media, please contact Emily Stamas at emily.stamas@wright.edu, or 937.245.7630.

Media guide

Constructive relationships with the news media can build a positive reputation for Boonshoft School of Medicine and Wright State Physicians. However, these relationships need to be managed through the medical school’s Office of Marketing and Communication.
The logos for the Wright State University Boonshoft School of Medicine and Wright State Physicians were developed through a careful process that included 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. Both logos are trademarked and filed with Wright State University’s Office of General Counsel. The Boonshoft School of Medicine logo is registered at the United States Patent and Trademark Office, Reg. No. 3,693,890.

Four color, use only on a white background

![Boonshoft School of Medicine logo](image1)

![Wright State Physicians logo](image2)

Two color, use only on a white background

![Boonshoft School of Medicine logo](image3)

![Wright State Physicians logo](image4)

Solid black, use only on a white or light color background

![Boonshoft School of Medicine logo](image5)

![Wright State Physicians logo](image6)

Solid white, use only on a black or dark color background

![Boonshoft School of Medicine logo](image7)

![Wright State Physicians logo](image8)

The logo may not be typeset, rearranged, or redrawn and must be consistently applied to communications.

There are many file types and dimensions of the logo on file. Please contact the Office of Marketing and Communications to see what will work best for your needs.
Area of isolation

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 logo too close to the edge or fold of a page.

Logo usage

As the primary graphic identity for Boonshoft School of Medicine and Wright State Physicians, the logo must appear on all communications, including brochures, stationery, business cards, and the website. Deliberate, consistent placement of the logo will establish the name and credibility without distraction from your message.

Treat the logo as artwork, not as typography. Never manipulate the logo in any way. This prohibition includes but is not restricted to type, rules, surrounding boxes, shadows, outlines, and embellishments. The logo is the shield and the type together. Do not use the shield by itself. The shields for Boonshoft School of Medicine and Wright State Physicians are identical.

Do not omit or alter either element. (i.e., do not use the shield alone or change the text).

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

Do not add anything to the logo within the area of isolation, or have anything centered. Type should be flush left in relation to the typography.

The logo should never be in any other colors. Use only 100 percent of the official color shades and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our logo. The color version of the logo can only appear on a solid white background. When the logo appears on a different color background, use the black or white version, whichever shows more prominently on the background color.

The preferred usage is to place the logo on an uncluttered bright white background. Only the grayscale, black or white versions may be placed on a color. The logo should never be placed over a photo.

Use only the official colors of the logo or text or use a different typeface.

Do not design or use a logo not approved by the Office of Marketing and Communications. Our logos are trademarked and are the only ones that should be used to represent the medical school and Wright State Physicians.

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, logos from an earlier project, or downloaded from the Internet. Do not hesitate to ask for advice or help.
Department logos

Only use the department secondary (sub) logo as provided by the Office of Marketing and Communications. Do not have another one created. Do not create a logo for other organizations. This is confusing to audiences and dilutes our goal of creating a common, mutually reinforcing image.

Department logos:
Boonshoft School of Medicine

More than one logo:
If a marketing piece needs to represent two or more departments, only the master logo will be used, not the department logos. The departments will then be listed under the logo in alphabetical order and in Helvetica 65 in gold, if the color logo is used, or in black or white to coordinate with the black or white logo respectively.

Matrix departments:

Biochemistry & Molecular Biology
Neuroscience, Cell Biology & Physiology

These departments should use the Wright State University logo and follow the university’s identity standards.
Boonshoft School of Medicine color palette

This set of colors has been defined to best complement the identity and to visually express the brand. Each color formulation has been provided in Pantone®, CMYK, RGB and HTML formats. Using these formulas ensures color consistency across a variety of media. Use these colors as accents, and sparingly.

Adobe Garamond Bold
Adobe Garamond Bold Italic
Adobe Garamond Semibold
Adobe Garamond Semibold Italic
Adobe Garamond Regular
Adobe Garamond Italic

75 Helvetica Neue Bold
76 Helvetica Neue Bold Italic
65 Helvetica Neue Medium
66 Helvetica Neue Medium Italic
55 Helvetica Neue Roman
56 Helvetica Neue Roman Italic
45 Helvetica Neue Light
46 Helvetica Neue Light Italic

Acceptable typefaces

If it is not possible to use Adobe Garamond or Helvetica Neue, the standard fonts Times and Arial are acceptable alternatives. **Note:** Do NOT use Times New Roman, which is a separate, unacceptable font.
Wright State Physicians marketing color palette

The colors below have been approved by each Wright State Physicians department. These are the accent colors for the department to use in marketing pieces only, WSP green and gold are still dominant. Do not use these for Boonshoft School of Medicine.

Tier One - Wright State Physicians overall

Wright State Physicians

Logo in color

Main color in layouts
Pantone® 139

Accent color in layouts
Pantone® 425

Tier Two - Wright State Physicians departments

Wright State Physicians

FAMILY MEDICINE

Logo in black

Each department has its own layout accent color:

Aerospace Medicine
Pantone® 2727

Dermatology
Pantone® 5135

Emergency
Pantone® 1797

Family Medicine
Pantone® 2583

Internal Medicine
Pantone® 7494

Neurology
Pantone® 7492

Orthopaedic Surgery
Pantone® 7410

Pediatrics
Pantone® 851

Psychiatry
Pantone® 367

Surgery
Pantone® 319

Obstetrics & Gynecology
Pantone® 2352

WrightCare
Pantone® 7509

Wright State Physicians marketing headlines

These headlines are ITC Avant Garde Gothic book and bold. They are used on brochures and advertisements.

Wright State Physicians:
When you need Expert Care.

Dermatology:
Expert skin care close to home.

Family Medicine:
Expert Care. Families Welcomed.

Internal Medicine:
Expert Care. Patient Focused.

Orthopaedics:
Expert Care to get you moving again.

WrightCare:
Expert Care. Walk-ins welcomed.

Oncology:
When you need Expert Cancer Care.
**Image styles**

Communications and Marketing materials for the medical school and Wright State Physicians use images from the WSU Photography Department.

Although photography selections are determined by the needs of the individual project, generally we recommend images that:

- Do not use cell phone photography
- Represent journalistic style
- Appear unstaged and spontaneous (with the exception of portraits), but also in clean, uncluttered environments.
- Make sure the logos of other universities (i.e. ball caps, sweatshirts) are not in the picture.

**Image release forms**

Wright State University and Wright State Physician employees have signed image release forms as part of employee orientation. Wright State University students, including Boonshoft School of Medicine students, have also given image release. If at any photo shoot, someone declines to have their photo taken, this request must be followed. Individuals not affiliated with Wright State, the Boonshoft School of Medicine, or Wright State Physicians are required to sign an appearance release form before their photo is taken. These forms are on page 12 and 13.

Due to HIPAA rules NO patient is allowed to be photographed until he or she has signed the Media Authorization Form and understands where the photos will be used. Copies of the forms are at the back of this booklet on page 14 and also at: wright.edu/office-of-marketing/services/photography-and-digital-imaging#tab=forms

Please give the copy of the release to the Office of Marketing and Communications.

**Portrait photography**

To ensure consistency, portrait photographs should be done by the university photographer. Information on how to order a photographer for a photo shoot or portrait is online: wright.edu/office-of-marketing/services/photography-and-digital-imaging

The Office of Marketing and Communications can assist you in arranging and directing a photo shoot and selecting photos.

**White space**

White space refers to areas void of graphic components or patterns, shading, typography, and imagery. It allows components of the design system to exist upon a clean, white background. Use of white space is key to a properly balanced composition.
Identity system

The identity system consists of letterhead, envelopes, and business cards. Information such as name, title, and contact information must follow these rules:

- All typography is positioned flush left
- A square bullet point separates information
- Telephone and fax numbers are separated with periods.

For Boonshoft School of Medicine stationery, please contact the Office of Marketing and Communications, or Wright State University Printing Services.

Wright State Physicians stationery can be ordered through Goldner Associates on its specific website.

Print design

Brochure designs and other marketing materials are designed at no cost through the Office Marketing and Communications for either Boonshoft School of Medicine or Wright State Physicians.
Department newsletters should all follow the same template as shown below. The black logo is used for the newsletter, and each department has its own sub color within the color palette. The Office of Marketing and Communications will design and edit any department newsletter at no cost to the department.

**Websites**

The World Wide Web allows the Boonshoft School of Medicine to promote its activities and educational opportunities to an international community as well as to our internal community of faculty, staff, alumni, and students. The school’s website (medicine.wright.edu) and the Wright State Physicians website (wrightstatephysicians.org) are maintained by the Office of Marketing and Communications. All medical school-affiliated departments, programs, and organizations may have web pages on the school’s public web sites.

For assistance in setting up a new site or for updating an existing site, contact the Office of Marketing and Communications, at som_web@wright.edu.

As with all school communications, official school web pages must promote a positive image of both the university and school. Web templates have been developed as a key branding component for the school to allow interior navigation for departments and programs while maintaining an overarching theme. The templates also address cross-platform and cross-browser display issues and ensure that the school’s websites adhere to Web Accessibility Standards as set forth in Section 508 of the Rehabilitation Act of 1973. Pages that are in violation of university policies and guidelines will be subject to immediate removal.  

(See: World Wide Web Policy: wright.edu/wrightway/2001 and Copyright Policy: wright.edu/wrightway/2303.) Consistent use of the school’s trademarks and identity standards is a critical component of a website that is a recruiting tool for
Social Media

Online social networks such as Facebook, LinkedIn, and Twitter have taken on increasing importance in both personal and professional life. These social media offer unique opportunities for people to interact and build relationships and have great potential to enhance interpersonal and professional communication. As health care professionals with unique social and ethical obligations, medical students, resident physicians, and medical school faculty must be keenly aware of the public nature of social media and the permanent nature of its content.

The Boonshoft School of Medicine and Wright State Physicians have implemented a Social Media Policy to ensure that actions taken on the social Internet by members of the medical school community reflect the school’s core values of professionalism, compassion, accountability, integrity, honor, acceptance of diversity, and commitment to ethical behavior. See: medicine.wright.edu/marketing-and-communications/social-media-policy

The official Boonshoft School of Medicine social media sites will be the only one to use the full green and gold shield. Boonshoft School of Medicine departments and offices with their own social media pages need to use the white shield with a green background. This can be obtained from the Office of Marketing and Communications.

Students, residents, faculty, and staff. For this reason, externally designed or maintained websites are discouraged.

The medical school web pages are viewed more than 75,000 times each month, according to web analytics tracked by the Office of Marketing and Communications. The office has regularly surveyed web visitors to evaluate how effective the site is in communicating with our many publics. About half our visitors are prospective students or residents, and almost 60 percent have never visited the website before.

Offices and departments that want information about how many people visit their web pages should contact the Office of Marketing and Communications, at som_web@wright.edu.

Because the university provides a means for personal pages on people.wright.edu, the school does not house personal pages of faculty, staff, or students on its website. See: people.wright.edu/help/create-your-profile
Appearance Release

I hereby irrevocably grant Wright State University ("University") the right to use my name and/or one or more portraits, pictures, photographs, video and audio recordings of me ("Appearances"), or reproductions or derivatives of the same, in any form for education, communication, and/or promotion purposes, unless otherwise noted. The Appearance(s) was/were acquired during _______________________________________

(NAME OF EVENT)

that occurred from _____________ to ________________.

(START DATE) (END DATE)

I understand that I am to receive no compensation, and I agree that all such Appearances thereof, and all plates, negatives, recording media, and digital files shall remain the property of the University, unless otherwise noted. This Release is non-exclusive, royalty-free (no cost to the University), world-wide, and perpetual.

__________________________________________  ____________________
Signature  Date

__________________________________________  ____________________
Wright State Representative  Date

Department Contact Information:

__________________________________________

If the model/talent is not yet eighteen (18) years old, the parent or guardian must sign the following:

I, __________________________, hereby warrant that I am the Parent/Guardian of, (NAME OF PARENT OR GUARDIAN)

__________________________________________, a minor, and have full authority to authorize the (NAME OF MINOR) above Release, which I read and approved.

__________________________________________  ____________________
Parent's or Guardian's Signature (if under 18)  Date
Appearance Release

I hereby irrevocably grant Wright State University and Wright State Physicians the right to use my name and/or one or more portraits, pictures, photographs, video and audio recordings of me (“Appearances”), or reproductions or derivatives of the same, in any form for education, communication, and/or promotional purposes, unless otherwise noted. The Appearance(s) was/were acquired during

(Name of Event)

that occurred from ______________________ to ______________________.

I understand that I am to receive no compensation; and I agree that all such Appearances thereof, and all plates, negatives, recording media, and digital files shall remain the property of the University, unless otherwise noted. This Release is non-exclusive, royalty-free (no cost to the University or Wright State Physicians), world-wide, and perpetual.

__________________________________
Signature                              Date

__________________________________
Wright State Representative           Date

If the model/talent is not yet eighteen (18) years old, the parent or guardian must sign the following:

I, ________________________________ , hereby warrant that I am the Parent/Guardian of ________________________________, a minor, and have full authority to authorize the above Release, which I read and approve.

__________________________________
Parent’s or Guardian’s Signature      Date
Media Authorization Form

By signing my name below, I hereby agree to the request for interview, photographs, filming and/or videotaping of me and the medical school’s employees, independent contractors, agents and medical staff concerning my medical care and treatment and/or other matters for purposes of publication in newspapers, magazines, or other printed media, broadcasting by means of radio or television transmission, and publication in the medical school’s website as well as social media websites such as Flickr.com, Facebook.com, etc. I agree that I am not entitled to any compensation for any such publication.

I understand that the interview, photographs, filming and/or videotaping I authorize a person or entity to receive may be re-disclosed and no longer protected by Federal privacy regulations. I understand that this authorization is voluntary and that I may refuse to sign this authorization. My refusal to sign will not affect my ability to obtain treatment. I understand that this authorization has no expiration date. During the time of such photography, recording, filming, and/or interviewing, I understand that I have the right to request the cessation of the same. I understand that except to the extent that action has been taken based on my authorization, I may withdraw this authorization at any time by written notification to the Boonshoft School of Medicine’s Office of Marketing and Communications.

I hold the medical school free and harmless from any and all liability resulting from the interview, photographs, filming and/or videotaping or any publication of the same. I understand this form signifies my consent.

<table>
<thead>
<tr>
<th>(Print Full Name)</th>
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<tr>
<td>(Street Address)</td>
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<td>(Home Phone)</td>
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<tr>
<td>Signature (If under 18, parent or guardian must sign and state relationship)</td>
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<tr>
<td>Witness</td>
</tr>
</tbody>
</table>

Use Details: _______________________________________________________________________________________

Description: _______________________________________________________________________________________

Purpose of this Photo/Interview/Video: __________________________________________________________________

Return to: Emily Stamas, Director
Wright State University Boonshoft School of Medicine
Office of Marketing and Communications
725 University Blvd., Fairborn, OH 45324
Fax: 937.245.7949
Email: emily.stamas@wright.edu