WSU ELSON S. FLOYD COLLEGE OF MEDICINE

BRAND & STYLE GUIDE

Elson S. Floyd College of Medicine
WASHINGTON STATE UNIVERSITY
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Vision
Washingtonians living longer, better.

Mission
To solve problems in challenging health care environments across the state of Washington.
The following brand and cultural attributes communicate the personality of the WSU Elson S. Floyd College of Medicine and what key audiences will experience when they interact with it. These attributes also describe the people who work within and attend the College of Medicine.


Community.  Creativity.  Stewardship.
OUR NAME

Washington State University Elson S. Floyd College of Medicine

It’s a long name and it’s our name. As members of Washington State University, a brand with a 130-year history, there is immense value in connecting our college brand to the University brand to instill trust and build brand recognition. We are honored that our college is named after the late Dr. Elson S. Floyd who had a bold and audacious vision to ensure individuals from Washington could receive a medical education and, in turn, provide health care to the communities of Washington.
When using our name, please follow these guidelines:

Use the entire name on first reference:
Washington State University Elson S. Floyd College of Medicine

If the audience is internal, local or extremely familiar with Washington State University, you may use:
WSU Elson S. Floyd College of Medicine

Use a shortened version on second and subsequent reference:
WSU College of Medicine or College of Medicine

If a document is entirely about the WSU College of Medicine, after first reference you may simply use “the college” on subsequent reference. Please note “college” should not be capitalized in this use.

While we occasionally use shorthand when conversing internally about the WSU College of Medicine, the following terms SHOULD NOT be used in any external documents or other forms of communication:
- ESFCOM
- ESF College of Medicine
- Floyd College of Medicine
- WSU COM

In addition, we also SHOULD NOT use the WSU Health Sciences Spokane brand as part of our name. Because we are co-located across four campuses, we only use Washington State University in association with our name.

For departments and degree programs that are currently only available at the WSU Health Sciences Spokane campus, reference the campus ONLY in relation to where the department or program is located. For example, “The Department of Nutrition and Exercise Physiology, part of the WSU Elson S. Floyd College of Medicine, educates 70 students each year and conducts extensive research on the WSU Health Sciences Spokane campus.”
DEPARTMENT NAMES

When using a department name, please follow these guidelines:

Each department should always be written and referred to as “Department of.”

Our departments include:

- Department of Biomedical Sciences
- Department of Medical Education and Clinical Sciences
- Department of Nutrition and Exercise Physiology
- Department of Speech and Hearing Sciences

Use the entire name, followed by inclusion of the college, on first reference:

Department of Biomedical Sciences, part of the Washington State University Elson S. Floyd College of Medicine

Use a shortened version on second and subsequent reference:

Department of Biomedical Sciences or Biomedical Sciences

If a document is entirely about the department, after first reference you may simply use

“the department” on subsequent reference. Please note “department” should not be capitalized in this use.
Our logo takes three main forms:

1. **Horizontal**
   
   This version is used for documents or items where ample horizontal space is available, such as a header on a memo. This, along with the stacked logo, is a preferred version.

2. **Stacked**
   
   This version is used when horizontal space is limited, such as promotional items and marketing materials. This, along with the horizontal logo, is a preferred version.

3. **Condensed**
   
   This version is used sparingly, generally for promotional or other items that are small and would diminish quality and visibility of horizontal or stacked logo options. This version should never be used for documents or other communication materials.
DEPARTMENT LOGOS

Each department has a logo for department-specific needs.

Horizontal and stacked versions are available and should be used for items like department documents, headers, memos and certain marketing materials.

Department logos should ONLY be used for department-specific needs. Information that pertains to multiple departments or the entire college should use the College of Medicine logo.

Department of Biomedical Sciences

Department of Medical Education and Clinical Sciences

Department of Nutrition and Exercise Physiology

Department of Speech and Hearing Sciences
OUR FONT

Our font is the same as the official Washington State University font. The official fonts include:

Sans Serif
- ITC Stone Sans family
- ITC Stone Sans II family

Aa Bb Cc
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcddefghijklmnopqrstuvwxyz
- (.,@?%$)0123456789
- Light
- Medium
- Bold Condensed
- Extra Bold

Those not producing external communications are encouraged to use the Palatino and Lucida Sans font families included with Windows and Mac operating systems to reduce font licensing costs to the University.

Font Hierarchy
- S U B H E A D
- Book Capital Letters - 9pt Type/18pt Leading/500pt Tracking

HEADER
- Light Capital Letters - 48pt Type/48pt Leading

Subhead 1
- Light - 30pt Type/36pt Leading

Subhead 2
- Book - 12pt Type/18pt Leading

SUBHEAD 3
- Medium Capital Letters - 9pt Type/18pt Leading/160pt Tracking

Copy/Body Text
- Light - 9pt Type/18pt Leading

Caption
- Bold - 8pt Type/18pt Leading/100pt Tracking
Our colors are the same as the official Washington State University colors. The official colors include:

**Primary Colors**

**CRIMSON**
- Pantone 201
- CMYK: 0 100 65 34
- RGB: 152 30 50
- HEX: #981e32

**GRAY**
- Pantone 431
- CMYK: 11 0 0 65
- RGB: 94 106 113
- HEX: #5e6a71

**Secondary Colors**

**RED**
- CMYK: 0 100 81 4
- RGB: 198 12 48
- HEX: #c60c30

**BLACK**
- CMYK: 0 0 0 100
- RGB: 0 0 0
- HEX: #000000

**WHITE**
- CMYK: 0 0 0
- RGB: 255 255 255
- HEX: #ffffff

Highlights and Tints:

**25%**
- CMYK: 0 0 0
- RGB: 255 255 255
- HEX: #ffffff

**5%**
- CMYK: 0 0 0
- RGB: 255 255 255
- HEX: #ffffff
OUR WEBSITE

medicine.wsu.edu

ELSON S. FLOYD COLLEGE OF MEDICINE
Washington's community-based medical school

Equipping students to become health care leaders of the future, ready to serve in communities where they are needed most.

The Elson S. Floyd College of Medicine seeks applicants with ties to Washington who want to leave a legacy of improving the health of Washington communities and, specifically, individuals who want to help solve problems in challenging health care environments within the state.

Learn more about our application process
OUR SOCIAL MEDIA CHANNELS

We have three social media channels:

Facebook
@WSUMedicine

Twitter
@WSUMedicine

Instagram
@WSUMedicine

Preferred hashtags:

#wsumedicine
#cougdocs
OUR TEMPLATES

We offer a range of templates for your use. All available templates are located on Sharepoint.

Click here to access Sharepoint

Templates include include:

- Binder cover
- E-letterhead
- Generic document
- Memo
- Name badge
- PowerPoint presentation
- Presentation poster
- Sign stands

If you need a template that is not currently available, please email Jennifer Smelko at jennifer.smelko@wsu.edu to request creation of a template.
LETTERHEAD & STATIONERY

Letterhead and stationery, including business cards, are created and produced by University Communications in Pullman using standardized templates.

To order letterhead, stationery and business cards, please submit your request through SharePoint via the Purchase Request Form.

Click here to access SharePoint

In this form, you can attach a sample of what you need and Business Services will submit the request to the University for printing. If you have questions, you may direct them to finance.medicine@wsu.edu.

Click here to create a letterhead sample.

Please also note that all stationery and business cards should only use the WSU Health Sciences logo, NOT the WSU Health Sciences Spokane logo. If you have any questions about the appropriate logo to use on these materials, please contact Christina Verheul at christina.verheul@wsu.edu.
EMAIL SIGNATURE

The email signature is an important tool to show a unified and consistent brand presence to internal and external audiences.

Every faculty and staff member should use the below signature for all email:

John Tomkowiak, MD, MOL
Founding Dean
o: 509-358-7549 | john.tomkowiak@wsu.edu

Elson S. Floyd
College of Medicine
WASHINGTON STATE UNIVERSITY

Guidelines

• Font style is Calibri
• Name should be: style: Bold, size: 12, color: Cayenne
• Title and contact information should be: style: Regular, size: 11, color: Tungsten
• If you include your degree, do not add periods
  CORRECT: John Tomkowiak, MD, MOL
  INCORRECT: John Tomkowiak, M.D., M.O.L.
• A second line for your title is ok ONLY if you have multiple official titles, such as a Dean or Professor
• No social media links
• No additional or personal websites – College of Medicine only
• No additional logos – College of Medicine only
• No photos or icons

Click here to access WSUMED_Email Signature on Sharepoint
The Elson S. Floyd College of Medicine is Washington’s community-based medical school. Named after Washington State University’s late president, Dr. Elson S. Floyd, the college was created to expand medical education and health care access in communities across the state. The college is home to the departments of Biomedical Sciences, Medical Education and Clinical Sciences, Nutrition and Exercise Physiology, and Speech and Hearing Sciences.