

WSU ELSON S. FLOYD COLLEGE OF MEDICINE

# BRAND & STYLE GUIDE



Elson S. Floyd  
College of Medicine

WASHINGTON STATE UNIVERSITY

# TABLE OF CONTENTS

|  |           |
|--|-----------|
| <u>Vision &amp; Mission</u>            | <u>3</u>  |
| <u>Brand &amp; Cultural Attributes</u> | <u>4</u>  |
| <u>Our Name</u>                        | <u>5</u>  |
| <u>Using Our Name</u>                  | <u>6</u>  |
| <u>Department Names</u>                | <u>7</u>  |
| <u>Our Logo</u>                        | <u>8</u>  |
| <u>Department Logos</u>                | <u>9</u>  |
| <u>Our Font</u>                        | <u>10</u> |
| <u>Our Colors</u>                      | <u>11</u> |
| <u>Our Website</u>                     | <u>12</u> |
| <u>Our Social Media Channels</u>       | <u>13</u> |
| <u>Our Templates</u>                   | <u>14</u> |
| <u>Letterhead &amp; Stationery</u>     | <u>15</u> |
| <u>Email Signature</u>                 | <u>16</u> |
| <u>Our Message</u>                     | <u>17</u> |

# VISION & MISSION

## Vision

Washingtonians living longer, better.



## Mission

To solve problems in challenging health care environments across the state of Washington.

# BRAND & CULTURAL ATTRIBUTES

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.

Resourceful. Generous. Agile. Inventive.

Respect. Appreciation. Accountability.

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.



# USING OUR NAME

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

## 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.



Elson S. Floyd College of Medicine  
WASHINGTON STATE UNIVERSITY

### 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.



Elson S. Floyd  
College of Medicine  
WASHINGTON STATE UNIVERSITY

### 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.



Elson S. Floyd College of Medicine



Elson S. Floyd  
College of Medicine



Elson S. Floyd  
College of Medicine



# 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  
**Biomedical Sciences**  
Elson S. Floyd College of Medicine  
WASHINGTON STATE UNIVERSITY

## Department of Medical Education and Clinical Sciences



Department of  
**Medical Education  
and Clinical Sciences**  
Elson S. Floyd College of Medicine  
WASHINGTON STATE UNIVERSITY

## Department of Nutrition and Exercise Physiology



Department of  
**Nutrition and  
Exercise Physiology**  
Elson S. Floyd College of Medicine  
WASHINGTON STATE UNIVERSITY

## Department of Speech and Hearing Sciences



Department of  
**Speech and  
Hearing Sciences**  
Elson S. Floyd College of Medicine  
WASHINGTON STATE UNIVERSITY

# OUR FONT

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

## Sans Serif

ITC Stone Sans family or  
ITC Stone Sans II family

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;!@?&%\$)0123456789

Light *Light Italic*

Medium *Italic*

**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

Our colors are the same as the official Washington State University colors. The official colors include:

## Primary Colors



CRIMSON

### Pantone 201

| CMYK        | RGB       | HEX     |
|-------------|-----------|---------|
| 0 100 65 34 | 152 30 50 | #981e32 |



GRAY

### Pantone 431

| CMYK      | RGB        | HEX     |
|-----------|------------|---------|
| 11 0 0 65 | 94 106 113 | #5e6a71 |

## Secondary Colors

### Highlights and Tints



RED

| CMYK       | RGB       | HEX     |
|------------|-----------|---------|
| 0 100 81 4 | 198 12 48 | #c60c30 |



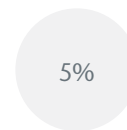
BLACK

| CMYK      | RGB   | HEX     |
|-----------|-------|---------|
| 0 0 0 100 | 0 0 0 | #000000 |



25%

| HEX     |
|---------|
| #bfbfbf |



5%

| HEX     |
|---------|
| #f2f2f2 |

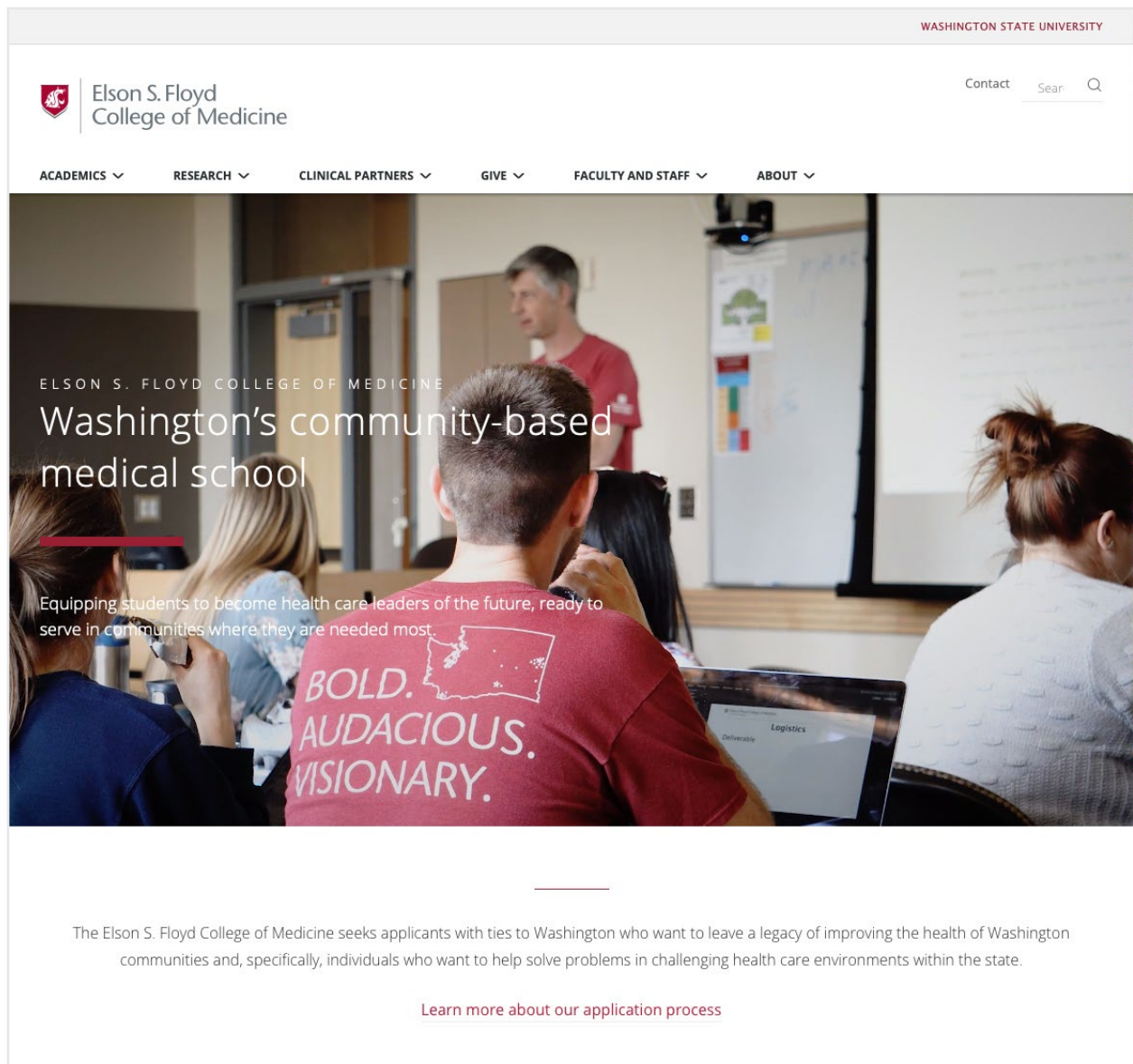


WHITE

| CMYK    | RGB         | HEX     |
|---------|-------------|---------|
| 0 0 0 0 | 255 255 255 | #ffffff |

# OUR WEBSITE

[medicine.wsu.edu](https://medicine.wsu.edu)

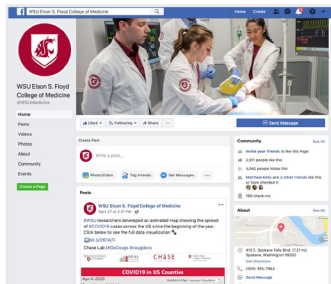


# OUR SOCIAL MEDIA CHANNELS

We have three social media channels:



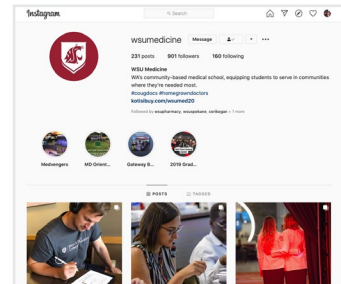
Facebook  
@WSUMedicine



Twitter  
@WSUMedicine



Instagram  
@WSUMedicine



Preferred hashtags:

#wsmedicine

#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](mailto: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](mailto:finance.medicine@wsu.edu).

[Click here to create a letterhead sample](#)

**Order letterhead**

Washington State University utilizes a graphic identity system with pre-defined formats for stationery and business cards. Please fill in all information as requested in accordance with university requirements. Fields marked with an asterisk \* are required. If you have special needs for your business card or stationery, please contact Christy Nowak at 335-3550.

By completing this order, you are signifying that you are authorized to purchase letterhead and/or e-letterhead.

**\*Choose Template:**  
Health Sciences

**Office of:**  
412 E. Spokane Falls Blvd.

**Unit/Department:**  
Admissions, Student Affairs, and

**College:**  
Elson S. Floyd College of Medicine

**Order:**  
800 letterhead \$87.00  
over 10,000+ (call for estimate)

☐ E-Letterhead Word template (35)

**\*Address:**  
(Please add PO Box before box number where appropriate)  
412 E. Spokane Falls Blvd.

**\*City:**  
Spokane

**\*State Abbreviation:**  
WA

**\*Zip+4:**  
99201-213

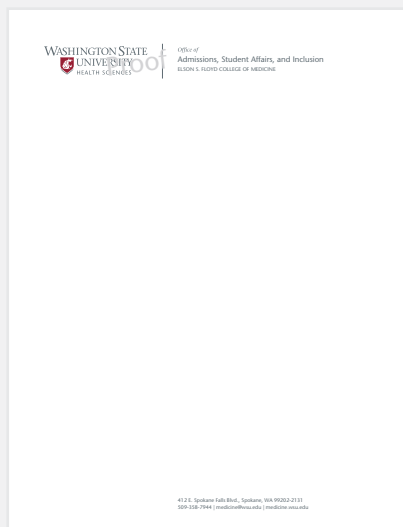
**\*Phone 1:**  
509-358-7944

**Phone 2 (Additional):**  
509-358-7944

**Fax:**  
509-358-7944

**Departmental email (optional):**  
medicine@wsu.edu

**Web page URL (optional):**  
medicine.wsu.edu



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](mailto: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](mailto: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](#)



# OUR MESSAGE

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.

