WSU ELSON S. FLOYD COLLEGE OF MEDICINE

BRAND & STYLE GUIDE
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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.
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

We SHOULD NOT use the WSU Health Sciences or the WSU Spokane brands 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 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 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 Community and Behavioral Health
- Department of Medical Education and Clinical Sciences
- Department of Nutrition and Exercise Physiology
- Department of Speech and Hearing Sciences
- Department of Translational Medicine and Physiology

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

Department of Translational Medicine and Physiology, part of the Washington State University Elson S. Floyd College of Medicine

Use a shortened version on second and subsequent reference:

Department of Translational Medicine and Physiology or Translational Medicine and Physiology

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.
The college logo takes three main forms:

**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 vertical logo, is a preferred version.

![Horizontal Logo](image)

**Vertical**

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.

![Vertical Logo](image)

**Abbreviated**

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.

![Abbreviated Logo](image)
Each department, office, and center has a logo for specific needs.

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

Department, office, and center logos should **ONLY** be used for specific needs. Information that pertains to multiple departments, offices, centers or the entire college should use the College of Medicine logo. When in doubt, defer to the college logo.

**Department of Nutrition and Exercise Physiology**

**Office of Land-Grant and Community Engagement**

**Sleep and Performance Research Center**

If you need a department, office or center logo, please fill out the [Communications & Marketing project request form](#) for assistance.
SPECIALTY LOGOS

The university may approve a specialty logo for unique circumstances.

Specialty logos consist of 3 forms: horizontal, vertical, and abbreviated. Horizontal and vertical versions should be used for items like documents, headers, memos and certain marketing materials. Abbreviated versions are 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.

Specialty logos should ONLY be used for items that are specific to or require the unique identifier of the program or office. Information that pertains to multiple programs, offices or the entire college should use the College of Medicine logo. When in doubt, defer to the college logo.

Continuing Medical Education

Graduate Medical Education

Family Medicine Residency Program

Internal Medicine Residency Program
OUR FONT

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

Proxima Nova

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.:@?&%$)0123456789

Light Light Italic
Regular Italic
Medium Medium Italic
Bold Bold Italic
Extrabold Extrabold Italic

Those not producing external communications are encouraged to use the Corel and Arial font families included with Windows and Mac operating systems to reduce font licensing costs to the university.

Font Hierarchy

**SUBHEAD**
Regular 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**
Regular - 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

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone 201 C</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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### Secondary Colors

#### Highlights and Tints

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<table>
<thead>
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<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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<tbody>
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#### Grays

<table>
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<th>HEX</th>
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<tbody>
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<td>Black 50%</td>
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<td>147 149 152</td>
<td>#939598</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Color</th>
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<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black 30%</td>
<td>0 0 0 30</td>
<td>188 190 192</td>
<td>#BCBECA</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Color</th>
<th>Black 10%</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
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<td>Black 10%</td>
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<td>230 231 232</td>
<td>#E6E7E8</td>
<td></td>
</tr>
</tbody>
</table>
OUR WEBSITE

medicine.wsu.edu
Our Social Media Channels

We have six social media channels:
@WSUMedicine

- Facebook
- Instagram
- YouTube
- LinkedIn
- Twitter
- TikTok

Preferred hashtags: #wsumedicine #cougdocs
OUR TEMPLATES

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

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

Click here to access the templates

If you need a template that is not currently available, please fill out the Communications & Marketing project request form to request creation of a template.
LETTERHEAD & STATIONERY

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

To order printed letterhead, stationery and business cards, please submit your request through smartsheet.com via the General Purchasing Request form.

Click here to access the General Purchasing Request form

Business Services will submit the request to the university for printing.
If you have questions, you may direct them to finance.medicine@wsu.edu.

Electronic letterhead can be downloaded from SharePoint and customized for department or office.

Click here to access the electronic letterhead

Please also note that all stationery and business cards should only use the WSU logo, NOT a campus specific or department/office logo. If you have any questions about the appropriate logo to use on these materials, please contact Jennifer Smelko at jennifer.smelko@wsu.edu.
EMAIL SIGNATURE

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

Guidelines

- Font style is Arial
- Name should be: style: Bold, size: 11, ALL CAP, web safe colors: 990033
- Title (ALL CAP) and contact information (Upper lower case) should be: style: Regular, size: 9, web safe colors: 333333
- If you include your degree, do not add periods
  
  CORRECT: PAT SMITH, MD, FAAP
  INCORRECT: PAT SMITH, M.D., F.A.A.P.
- 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 the email signature template
PROMOTIONAL ITEMS

We offer a range of promotional items to market and promote the college to external audiences. All available items can be reviewed and requested on the Business Services website.

Promotional Items include:
- Ballpoint pens
- Bone pens
- Highlighters
- Notepads
- First aid kits
- Hot and cold packs
- Stickers
- Tote bag

The full inventory of available promotional items can be reviewed in Smartsheet.

Click here to access the Promotional Items Smartsheet

To request promotional items, please submit your request through Smartsheets via the Promotional Items request form.

Click here to access the Promo Items form

If you have questions on promotional items, please email Business Services at finance.medicine@wsu.edu.
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 Community and Behavioral Health, Medical Education and Clinical Sciences, Nutrition and Exercise Physiology, Speech and Hearing Sciences, and Translational Medicine and Physiology, as well as Graduate Medical Education residency programs and Continuing Medical Education.