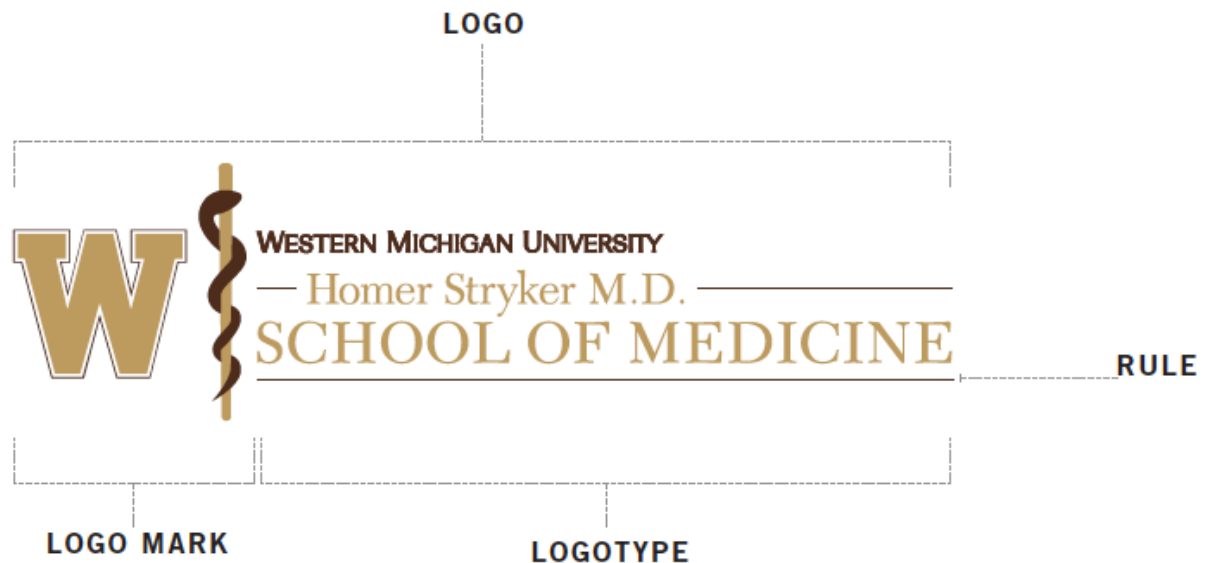


COMPONENTS AND STANDARDS

The full WMed logo and components are included below. Use of the WMed logo should always adhere to this Identity Guide. No part of the WMed logo should be reset, edited, or modified in any way. **NEVER TRY TO USE OUR LOGO BY COPYING FROM THE INTERNET!**



Components of the WMed logo include:

- WMed Logo Mark. The graphic “W” representing Western Michigan University (WMU) combined with a graphic representation of the rod of Asclepius, an ancient symbol associated with medicine and healing.
- WMed Logotype. “Western Michigan University” and “School of Medicine” are set in enhanced typefaces and cannot be reset.
- Logo Rule. Double lines connecting the WMed logo mark to the logotype and separating the primary and secondary areas of the logo as well as a subordinate area that can be used in the individualized logos for campus locations.

Primacy is defined as the topmost and most visible position for the text portion of a logo. The subordinate area consists of text that appears below the bottom-most rule line.

The logos shown in the WMed Identity Guide are available for use by internal and approved external vendors; please contact [Laura Eller](#), Director of Communications, for the version and file type required. Do not copy any images from this guide or other printed materials. All projects that use the WMed logo must be approved prior to publication. You may not alter any WMed logos. Do not use the logo on backgrounds that do not permit enough contrast - all elements of the logo must always be easily readable.

To reach the Office of Communications with questions, please call 269.337.4513.

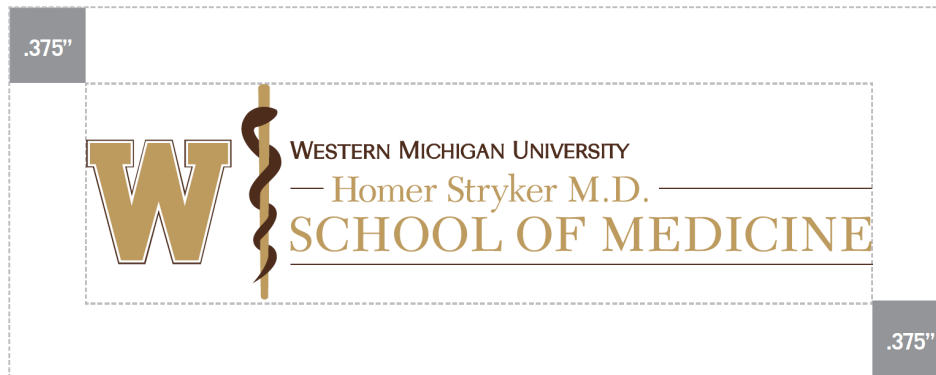
HORIZONTAL CONFIGURATION

The WMed logo has both horizontal and vertical configurations with the horizontal configuration below being preferred.



CLEAR SPACE

The clear space surrounding the WMed logo should be, at a minimum, .375" on all sides.



MINIMUM SIZE

The height of the WMed logo should not appear less than .75" in print.



Do not use the logo on a busy background and make sure the background color allows enough contrast to read all aspects of the logo.

Permission to use the logo or promotional logo mark at any size smaller than described here may only be granted by the Director of Communications by email at laura.eller@wmed.edu.

VERTICAL CONFIGURATION

The vertical version may be used when space is limited or when the space better suits a vertical orientation. The components of the logo may not be separated. In the vertical configuration, the logotype and subordinate area must be centered under the WMed logo mark.



CLEAR SPACE

The clear space surrounding the WMed logo should be, at a minimum, .375".



MINIMUM SIZE

The height of the WMed logo should not appear less than .75" in print.



Do not use the logo on a busy background and make sure the background color allows enough contrast to read all aspects of the logo.

Permission to use the logo or promotional logo mark at any size smaller than described here may only be granted by the Director of Communications by email at laura.eller@wmed.edu.

APPROVED LOGO MARK VARIATION

The promotional logo mark in which the WMed logo mark is combined with the logotype “MEDICINE” is a simplified mark that is only acceptable for signage, embroidered apparel and other small-scale promotional pieces. Use of the promotional logo mark must be approved by the Director of Communications. Altering or customizing this version of the logo, or any logo, is not permitted.



MINIMUM SIZE



APPROVED VENDORS FOR PROMOTIONAL ITEMS

WMed has approved vendors for use for promotional items. Our main promotional products vendor is [Creative Studio Promotions](#). Our contact is [Amy Susan](#).

The only vendor approved for embroidery is CLS. CLS hosts our approved site for all WMed employees to purchase apparel and other items that are embroidered with the logo on a made-to-order basis. The available items are in colors and styles that support our brand identity. Many of these items can be embroidered with a department name, no other personalization is approved. You can expect it will take a minimum of 10 business days to get your item, as the product must be ordered and received from the manufacturer before embroidery can take place. This site is also where uniform items, such as scrubs and white coats, are available to order. **UNIFORM ITEMS ARE ONLY AVAILABLE TO WMed EMPLOYED FACULTY, RESIDENTS, STUDENTS, AND STAFF.** The link to this site is on the WMed portal. The link to this site should not be shared with those who are not WMed employees, faculty, or students.

[ShopWMed](#) is our retail site that's available to both internal and external customers. This site has a variety of items available for purchase, including apparel, drinkware, collectibles, and desk accessories. Use of this site is appropriate when only a few items are needed. For larger orders, please use our promotional products vendor.

COLOR STANDARDS

The use of consistent color is as critical to identity consistency as the configuration of logo mark and logotype elements. Do not recolor, tint, or create variations of the WMed logo.

FOUR-COLOR LOGO

The four-color logo is the preferred format for large-format printed materials (e.g. billboards) and for printed promotional materials in which photography and high-quality printing is required. The RGB values will be useful to those who want to match our colors when using the custom color setting in software such as Word and PowerPoint.



PMS 7562
COATED: c8, m29, y66, k19
UNCOATED: c5, m19, y47, k15
RGB: r189, g155, b96



PMS 4625
COATED: c0, m60, y100, k79
UNCOATED: c40, m40, y70, k30
RGB: r79, g44, b29



TWO-COLOR LOGO

The two-color logo is a more universally applicable format for use on print applications. It should be used on a white background when available.



PMS 7562
COATED AND UNCOATED



PMS 4625
COATED AND UNCOATED



ONE-COLOR LOGO

If used in one color, the logo should be printed in black.



100% PROCESS BLACK



REVERSED ONE-COLOR LOGO

The logo colors should be reversed to white when using a solid-color background. Background colors should complement the official WMed color palette.

When the two-color logo is used on a solid color or photographic background, the logotype should be reversed to white. It is advised that the logo not be used on a background that provides insufficient contrast, or on patterns.



ELECTRONIC USAGE

The standards set for the WMed logo apply to all electronic publications. Established webpage templates incorporating the approved standards should be used for all website pages.



The logo should not be used as part of an email signature, to maximize mobile device viewing and in consideration of email recipient restrictions. If used for other web-based platform, color and size standards must be adhered to as well. See page 2 for size standards.

CLEAR SPACE

The clear space surrounding the WMed logo should be, at a minimum, 50 pixels.



MINIMUM SIZE

The height of the WMed logo should not appear less than 50 pixels at 72 to 100 dpi.



COLOR STANDARDS

Please note that when using the WMed logo for web or other electronic purposes, the following web-safe color corrections should be made:



HEX #BD9A5F



HEX #4D2612

LOGOS FOR CAMPUSES

Custom logos for WMed campuses demonstrate a clear and direct association with WMed. Campus designations are permitted in the subordinate area only. Inserting a campus name in the primacy position is not permitted.

Primacy is defined as the topmost and most visible position for the text portion of a logo. The subordinate area consists of text that appears below the bottom-most rule line.

The subordinate name never extends past the logo rule. All text must fit within the allowed length and all lines of the campus name are to be the same text size.

The campus logos should only be used on signage, maps, and other communications when referencing the specific campus location. There is a custom logo for the WMed Innovation Center, which was created for specific signage requirements and is not to be used for web or printed materials.



CLEAR SPACE

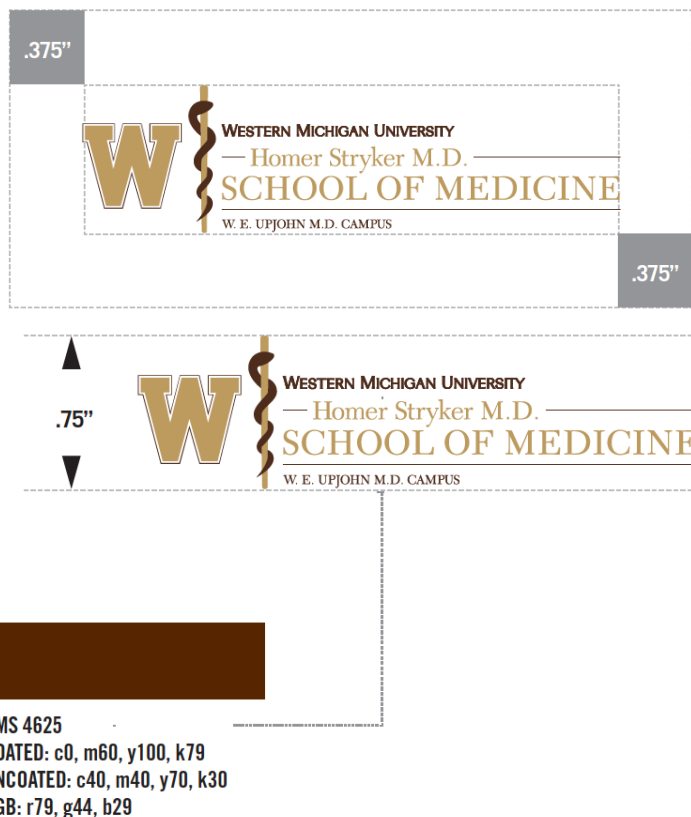
The clear space surrounding the WMed logo for major units should be, at a minimum, .375".

MINIMUM SIZE

The height of the WMed logo for major units should not appear less than .75" in print. Permission to use the logo or promotional logo mark at any size smaller than described here may be granted by the Director of Communications.

COLOR

In two-color or four-color versions of the logo, the text in the subordinate area appears in:



LOGOS FOR WMed HEALTH

A custom logo for WMed Health is used to brand WMed's clinical operation. The WMed Health logo should be used in Epic, on all patient communications, and for signage. Logos are not sub-branded for individual clinics. The WMed Health logo is used on scrubs for clinical employees only.

The WMed Health logos have both horizontal and vertical configurations that include the phrase "The Clinical Practice of Western Michigan University Homer Stryker M.D. School of Medicine". Both the horizontal and vertical logos are available to use without the tagline when space or size are an issue.

Guidelines for spacing and color are the same as those listed on pages 2 and 3.

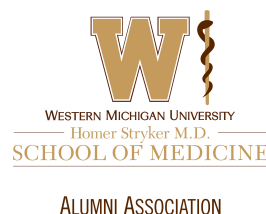
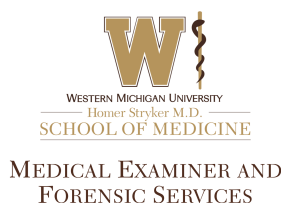


ADDITIONAL LOGOS

WMed has related logos connected with businesses that are related to, but separate from, the medical school. These logos are specifically for the Office of the Medicine Examiner, and for WMed ForenTox.

The medical school has other logos to represent important initiatives. The primary logo must not be altered. Our images related to Wellness and Culture do not contain the medical school logo and are for use for WMed events relating to those initiatives. We also have a special logo for information shared by the WMed Alumni Association.

Guidelines for spacing and color are the same as those listed on pages 2 and 3.



WMed Branding and Logo Use Policy

Maintaining a consistent and professional image strengthens WMed's visibility and reinforces the excellence of our collective work in medical education, research, and patient care. A unified brand also helps ensure that all communications are easily recognized as part of WMed. The medical school has a unified branding policy that ensures all departments and programs present a consistent identity under the main institutional brand. This means that individual units, including our medical school departments, residency programs, individual clinics, and centers, are not permitted to create or use independent logos, taglines, or visual identities. The goal of this policy is to strengthen WMed's overall reputation and recognition. A consistent brand helps ensure that all our academic, research, and clinical efforts are immediately associated with the high standards of the medical school as a whole. It also avoids confusion among students, partners, and the public about what is officially part of the institution.

- Departments, programs, residency and/or student groups may not develop independent logos, taglines, or color schemes.
- The official WMed logo must be used on all external communications and materials.
- Use of the name and logo in external documents, posters, print materials, promotional products, etc., must be approved by the Office of Communications.
- All materials should follow WMed's official templates and style guidelines.

How to Highlight Your Program:

Departments and programs can still express their unique identity within the WMed system. The Office of Communications can assist in creating materials that reflect your program's strengths while maintaining brand compliance.

Need Help?

For branding support, templates, or logo requests, please complete the [Project Request Form](#) and submit to: Office of Communications

Email: laura.eller@wmed.edu