



# BRAND GUIDELINES

Our brand is what students, faculty, alumni, corporations, peers, and outside observers all think, feel, and respond to when they hear about Uniformed Services University.

The passion found within this institution for aiding the military community and beyond must translate in our words and messages to everyone — whether they are coming across USU for the first or thousandth time.

Be it disease-ending medicine, cutting-edge research, or the development of a life-saving drug the name of Uniformed Services University should convey the readiness to handle the needs of the military medical community.

## WHY IS BRANDING IMPORTANT?

With 16 research centers, four schools, four branches of the military, and countless affiliates, it can be easy to lose track of the messaging themes the university is trying to achieve. By adhering to these brand guidelines we can ensure that the imagery, messaging, and overall look of Uniformed Services University remains consistent across all channels and in all departments of the school.

This guidebook is intended for those creating any external facing messaging so our brand is not diluted or misconstrued, but has a strong, unified voice.

## USING THIS DOCUMENT

These guidelines are meant to facilitate best practices, to help individuals present their communications in a way that reflects positively on the university, and to provide answers to common questions.

Uniformed Services University is a large, complex organization engaged in a variety of research and educational opportunities. These guidelines can be implemented in a variety of ways including, but not limited to, the web, print resources (fliers, posters, brochures, etc.), and in research materials.

# OFFICIAL SEAL

The seal of the university is to only be used for legal, official, and ceremonial purposes. The seal is registered with the Institute of Heraldry and therefore should not be altered in any way.

Do not use the seal in presentations, posters, tri-folds or other media without specific approval.



# LOGO

The USU logo is a strong portrayal of the tradition and esteem seen throughout the university and its history. This lockup is to be used as one image and not to be separated in any way.



CMYK  
100/96/26/30  
RGB  
32/36/93



CMYK  
36/93/86/57  
RGB  
91/20/19



CMYK  
25/47/100/5  
RGB  
187/133/43



CMYK  
68/61/60/48  
RGB  
62/63/62



# USU

Uniformed Services University

# STACKED LOGO

In the event that the official USU logo does not work in a given space, the stacked logo is to be used instead.



# LOGO SIZING

Both logos should not be smaller than an inch in print mediums for any reason. Both web and mobile sizing will be on a per project basis.



# SECONDARY LOGO LAYOUT

Individual schools and centers will each have their own stacked logo and banner identity. No other entities are to create a logo without the permission of VPE.

\*All School and Center logos can be found on the branding page on the website.



# STACKED SECONDARY

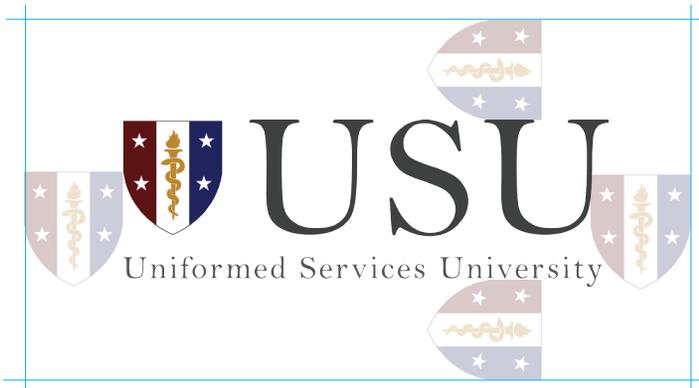
The stacked logos are the primary use logos for all work relating to only one school or center. When a document pertains to more than one entity of the school, the USU logo will be used in its place.



# SPACING

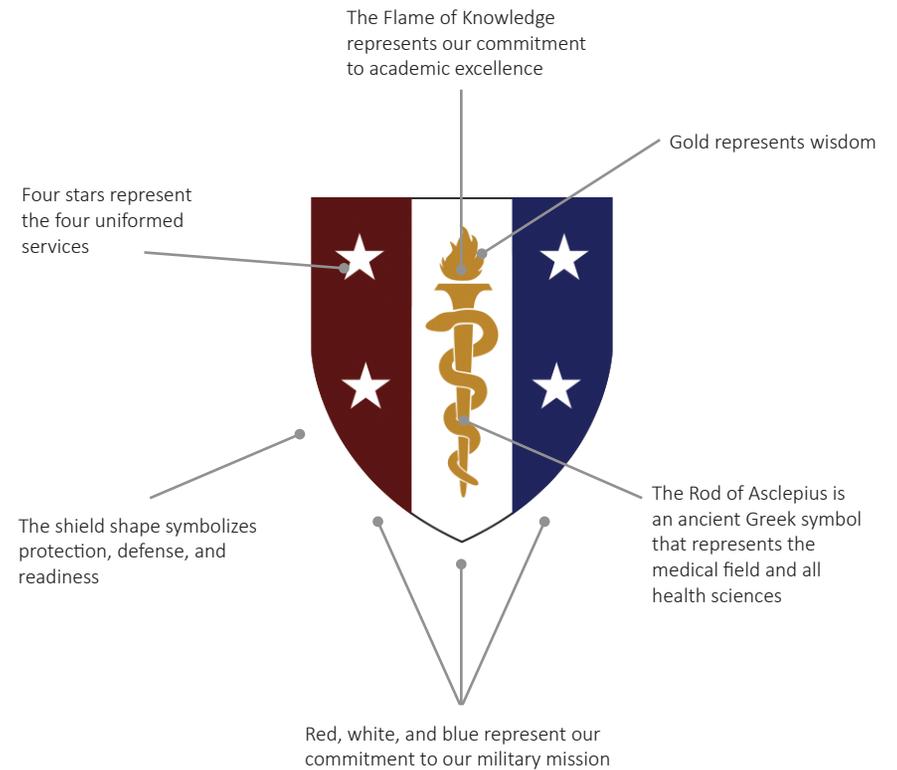
Creating a clear and consistent space around the logo helps to ensure that the logo properly stands out and no other image or text appears to be a part of, or competing with, the USU logo.

The preferred spacing around all logos is equivalent to the width of the shield in each logo, this will be different in web and mobile spaces, however, the logo should still be able to stand out in digital formats.



# SHIELD SYMBOLISM

The shield in the USU logo is designed to represent our dedication to our mission of providing the military with highly qualified health care professionals.



# ALL BLACK/WHITE LOGO

In the event that materials are to be published in black and white (two-tone) layout or have too busy a background, there are alternate, one-color, logos that enable the USU logo to stand out.

No other solid color logos are permitted.



# CO-BRANDING

When the university, a division, or other internal entity has an official\* collaboration with entities outside the university, its logo may be placed alongside the partner logos, retaining the appropriate order and space.

In the case of multiple departments of USU working together with outside entities, only the main USU logo may be used.

## Single USU Entity



## Multiple USU Entities



\*an official collaboration must be approved through the University Legal Department and an official MoU.

# THINGS TO AVOID

Any non-approved changes to the logo are not permitted.

DO NOT STRETCH  
OR DISTORT



DO NOT  
CHANGE COLOR



DO NOT  
CHANGE LAYOUT



DO NOT ADD  
TO/ALTER LOGO



# SIGNATURE

Email is the primary form of communication for most internal and external conversations. Signing off with the new logos and typography is a key brand builder to have the USU name recognized in the medical world.

**JOHN SMITH**

*Title*

Office

301.295.#### or john.smith@usuhs.edu



**JOHN SMITH**

*Title*

Office

301.295.#### or john.smith@usuhs.edu



# TYPOGRAPHY

Much of the content produced on behalf of USU will be type driven, due to its focus on research. Because of this, the typography of the pages will be vital to not only maintain USU's branding, but to grab the attention of its readers.

Bell is the font family used for a more formal setting. It should be seen in headlines of official documents and anything speaking to the tradition of the school.

Aa

Bell MT

*Bell MT Italic*

**Bell MT Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

The Franklin Gothic family will primarily be used in headlines and accents. Anything that requires a bold, attention-getting statement will use Franklin Gothic.

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Aa

Franklin Gothic Book

**Franklin Gothic Demi**

**Franklin Gothic Heavy**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz

Calibri is the body text font family, specifically Calibri Light. While all members of the font family can be used, emphasis on using Light and Light Italic for a majority of body text uses.

Aa

Calibri Light

*Calibri Light Italic*

Calibri Regular

**Calibri Bold**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## COLOR PALETTE

Color is an important component of how a brand is perceived. The university color system offers a visual hierarchy for differentiation, while still maintaining the overall USU brand.

The primary colors, that should be used most regularly are purple and grey, with various shade options to add some depth in various materials.

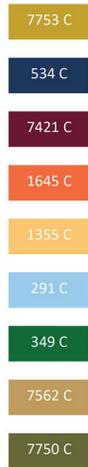
<p>CMYK 100/96/26/30</p> <p>RGB 32/36/93</p> <p>HEX 20245D</p>	<p>CMYK 36/93/86/57</p> <p>RGB 91/20/19</p> <p>HEX 5B1413</p>	<p>CMYK 68/61/60/48</p> <p>RGB 62/63/62</p> <p>HEX 3E3F3E</p>			
<p>CMYK 100/93/1/0</p> <p>RGB 38/59/150</p> <p>HEX 263B95</p>	<p>CMYK 29/10/7/0</p> <p>RGB 178/206/223</p> <p>HEX B2CEDF</p>	<p>CMYK 37/93/74/56</p> <p>RGB 91/20/31</p> <p>HEX 5B141F</p>	<p>CMYK 26/100/95/25</p> <p>RGB 150/27/34</p> <p>HEX 961B22</p>	<p>CMYK 46/38/38/2</p> <p>RGB 144/144/144</p> <p>HEX 909090</p>	<p>CMYK 18/14/15/0</p> <p>RGB 207/206/205</p> <p>HEX CFCECD</p>

For more color options in graphics look to these secondary options:

<p>CMYK 19/84/98/9</p> <p>RGB 187/72/40</p> <p>HEX BB4828</p>	<p>CMYK 12/30/75/0</p> <p>RGB 225/177/90</p> <p>HEX E1B15A</p>	<p>CMYK 7/11/34/0</p> <p>RGB 236/219/176</p> <p>HEX ECDBB0</p>	<p>CMYK 74/18/7/0</p> <p>RGB 25/163/209</p> <p>HEX 19A3D1</p>
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# COINS

All coins created and distributed by any university component will adhere to the guidelines established in the USU Presidential Policy Memorandum and the USU Branding Book.



The design parameters of any coin, from any university component, will consist of the following:

- The coin will be round
- The coin dimension will be 1.5-1.75 inches
- The coin color will be bronze (prior to having designs added)
- One side of the coin must consist of the university seal (approved vector file obtained via External Affairs Office).
- The side of the university seal will utilize the color pallet detailed here (using the dark blue outside rim rather than the previous light blue).
- The reverse side of the coin can be designed by the university component, and approved as outlined in the corresponding PPM.

# BUSINESS CARDS

Business cards will be standardized to include all publically listed USU information including title, department, address, and email.

Private information and homemade business card templates are not to be developed.



# LETTERHEAD

There will be letterhead options available for each Responsibility Center and Center of the university.

It will include the title of the Responsibility Center/Center and the customized address and URL of each centered between the all black and white seal of the DoD to the left and the black and white seal of the university to the right.



# ENVELOPES

Envelopes will be standardized with the all black USU logo and the customized return address and OFFICIAL BUSINESS written to the right.

Nothing but official USU documentation is permitted to use OFFICIAL BUSINESS envelopes.



# PRESENTATION TEMPLATE

With research, alumni outreach, and campus news presented to audiences who are often hearing about USU for the first time, it is imperative that their first impression be part of the consistent branding found throughout the university materials and digital imprint of the school.

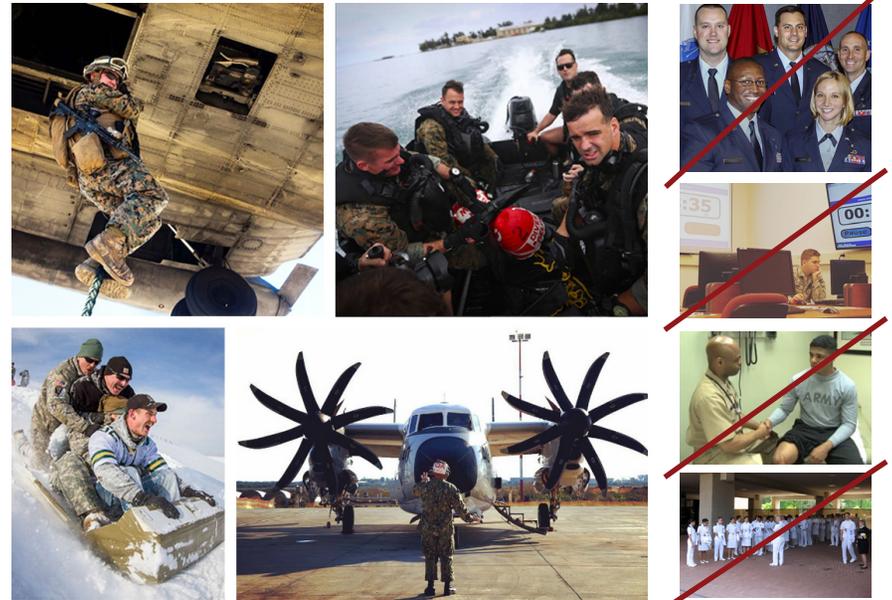
This is a simple two slide branding sample, for more ideas download the template online at the VPE website.



# PHOTOGRAPHY

Photography on and around campus is to be seen as action oriented and bold, the same way one would describe the type of education received here.

With life-changing research and development happening around campus, it is important that the accompanying visuals get people just as excited about the project as the words do.



Photography used in all materials will focus on being where the action is in all environments, steering away from posed or static photos with smiling people, as well as far away shots without much focus. Having more action-based photographs will help create a more charged idea of the possibilities at USU.